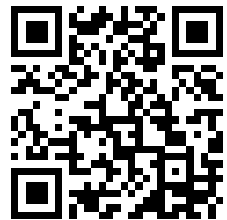




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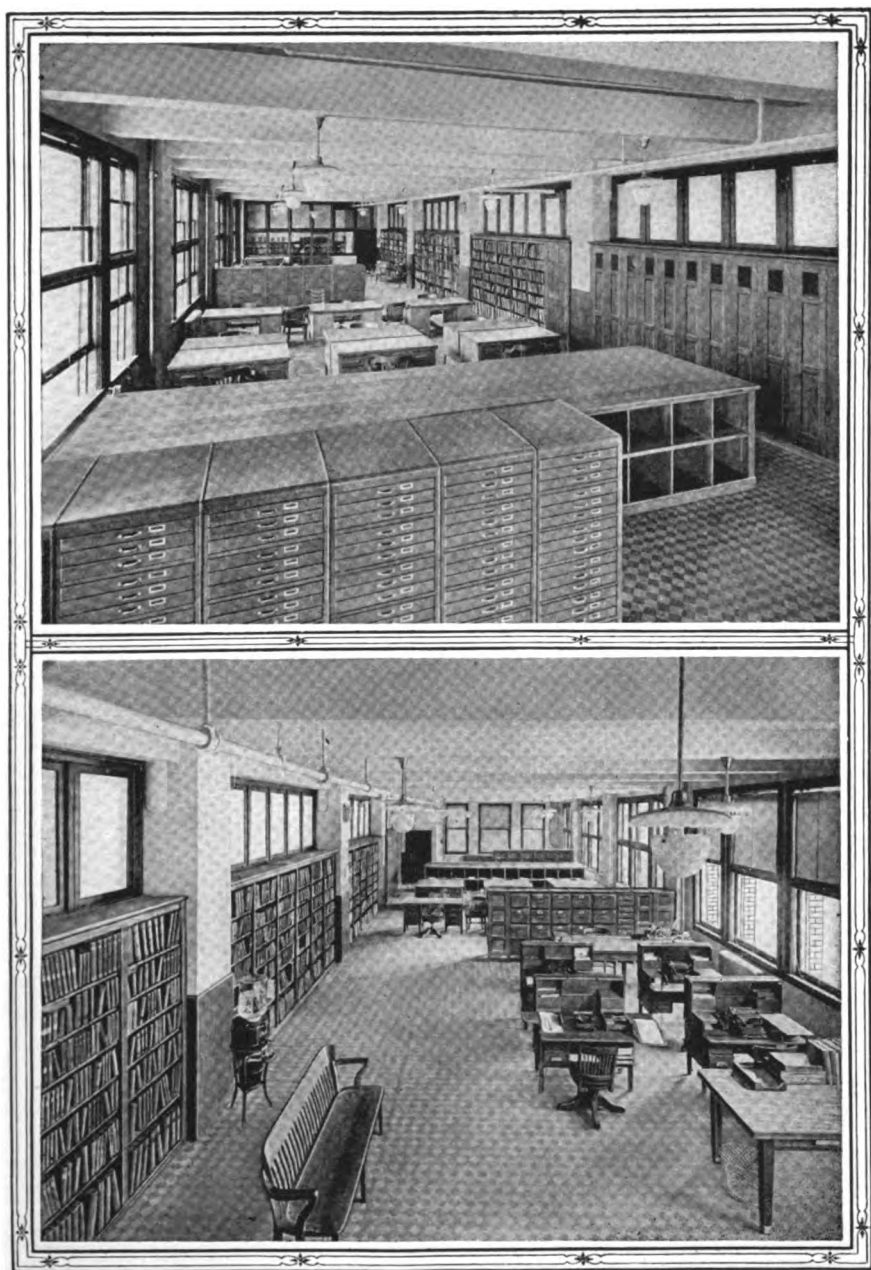
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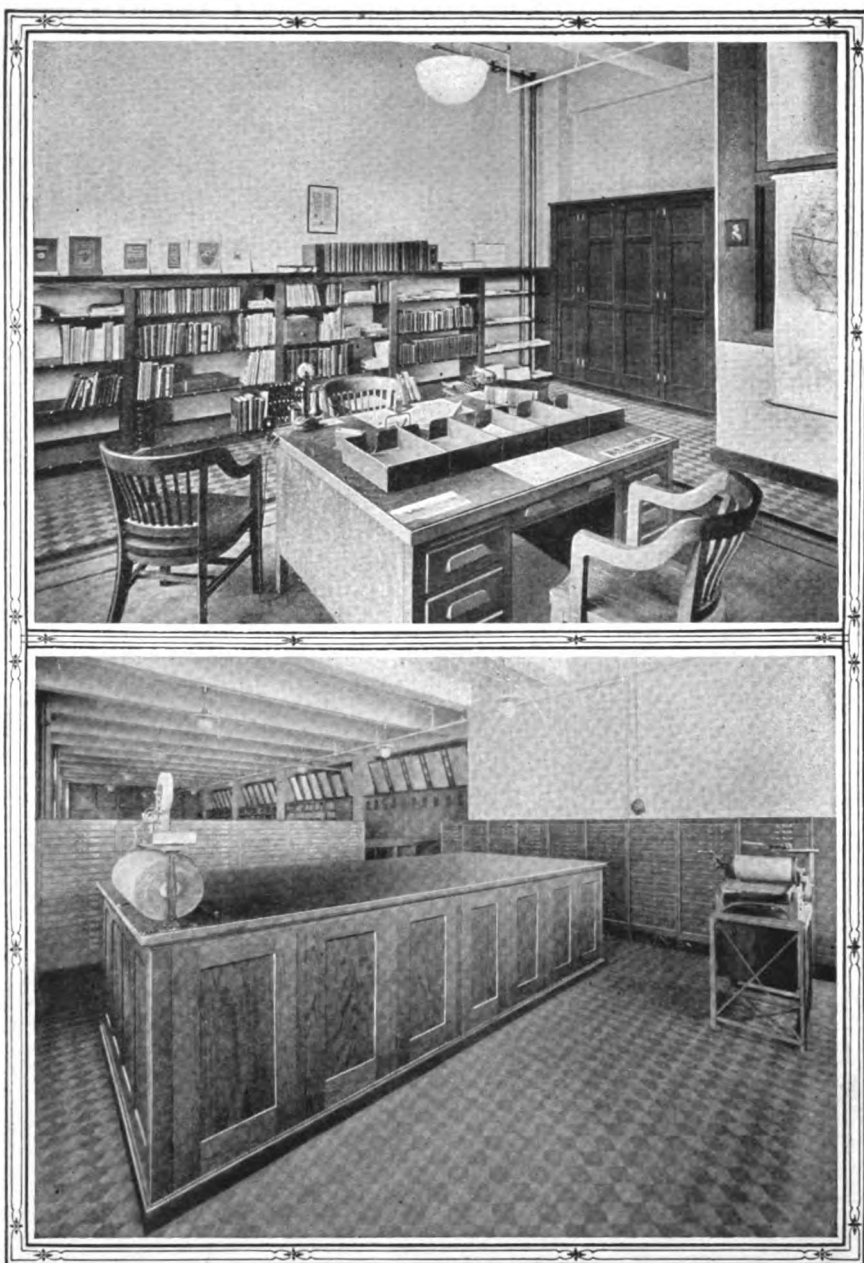
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To
AMERICAN MANUFACTURERS AND JOBBERS
OF HARDWARE



**Two views of the Trade Catalog Department of Wynkoop Hallenbeck Crawford Company.
The largest, most completely equipped and efficient organization of its kind.**



Upper View—Manager's Office

Lower View—Engraving Files

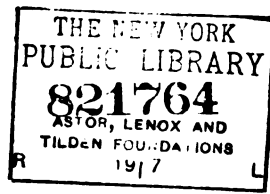
Manual of Instructions for
TRADE CATALOG
COMPILATION

By
OSCAR AURELIUS MORGNER

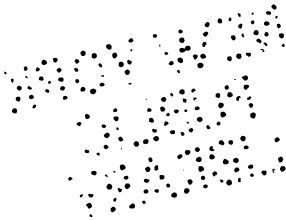


WYNKOOP HALLENBECK CRAWFORD CO.
CATALOG PUBLISHERS, PRINTERS AND BINDERS
EIGHTY LAFAYETTE STREET NEW YORK CITY

1917



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By
Oscar Aurelius Morgner



First Edition
Printed June, 1917

FOREWORD



MAKING thought of the large sums of money spent annually for the Preparation of Copy, Printing, Binding and Distribution of Trade Catalogs, and the lack by many Concerns that issue Trade Catalogs, of a thorough understanding of all of the factors involved in Catalog Production, we have attempted in this Manual of Instruction written for the Guidance of our Catalog Organization, to outline the System and Method used by us in producing Trade Catalogs with the greatest practical economy and expedition.

With the constantly increasing demand for Trade Catalogs as an economical and profitable means to sell goods has come into existence our organization of trained men experts in the art of Catalog Production. Without such an experienced and trained organization it would be impractical to attempt the production of Catalogs where Technical Knowledge of the Goods is necessary in the compilation of the copy.

Because we realize the benefits that will accrue to our customers and ourselves if we are able to build into our products ideas of sales compelling power we have given special consideration to making Trade Catalogs That Will Sell Goods. We make Trade Catalogs for Jobbers, Wholesalers and Dealers and have standardized the production of such catalogs. By means of the rapid and efficient system of compilation outlined in this book all the work, worry and annoyance incidental to catalog making is assumed by us and every process involved is most carefully supervised, and even with such expert service the completed catalog costs much less than if the customer had gone through the labor of preparing the copy in his own plant and attempted to supervise the work in general under his personal direction.

The Trade Supply Catalogs that we make for Hardware, Automobile, Sporting Goods, Mill, Electrical, Plumbing, Woodenware, General Merchandise and other Supply Concerns are individual to the customers' needs and made up to fit his stock. The typography of the pages is compact, with uniformity of illustrations and accurate and comprehensive descriptions that sell goods. Careful attention is given to the selection of paper of proper weight, strong and substantial, to withstand rough usage. The type matter with the engravings is kept intact by us for the customer, to be corrected and revised, thereby reducing the cost for printing subsequent editions.

We have not merely one of the largest printing plants, with facilities for producing a large volume of printed matter, but we have what is far more important—skilled men who know instinctively the correct thing to do and how to do it. We are constantly striving to effect improvements in Trade Catalogs, and the Information contained in this book concerning our Method and System for Trade Catalog Production, based on many years of experience in such work, is an indication of our effort to intensify the Efficiency of our Service, and we trust that it may prove of value to our Customers in giving them an understanding of our Routine.

Wynkoop Hallenbeck Crawford Co.

SYNOPSIS OF CONTENTS

INTRODUCTION

1. THE PURPOSE OF A CATALOG
2. THE CATALOG AS A STOCK INVENTORY
3. STANDARDIZED CATALOGS
4. THE COMPILER
5. DESCRIPTIONS IN MANUFACTURERS' CATALOGS
6. DESCRIPTIONS IN TRADE CATALOGS
7. THE PROSPECTIVE BUYER
8. STYLES OF CATALOGS

GENERAL INSTRUCTIONS CONCERNING COMPILATION

- A. EQUIPMENT
 1. Desks
 2. Catalog Bins and Catalog Card Index
 3. Data Sheet Files
 4. Correspondence Files
 5. Engraving Cabinets
 6. Copy Layout Table
 7. Compilation Sheet Bins
 8. Engraving Layout Table
 9. Storage Bins for Printed Forms
- B. PRINTED FORMS USED IN COMPILATION OF TRADE CATALOGS
 1. Printed Form Book
 2. Compilation Sheets
 3. Data Gathering Form C 13
 4. Data Sheets
 - a. White Data Sheets, Form C 30
 - b. Yellow Data Sheets, Form C 32
 5. Request for Information from Manufacturers, Form C 15
 6. Information Memorandum, Form C 10
 7. Request for Engravings from Manufacturers, Form C 29
 8. Engraving Memorandum, Form C 57
 9. Order for Making Engravings, Form C 11
 10. Compilation Folio Record, Form C 18
 11. Monthly Compilation Report, Form C 19
 12. Customer's Monthly Report, Form C 43
 13. Alteration Time Slip, Form C 6
 14. Catalog Card Index, Form C 8
 15. Compilers' Report, Form C 12
 16. Record of Catalogs Taken from Files, Form C 31
 17. Catalog Work Ticket, Form C 56

PRELIMINARIES TO COMPILATION

- A. CATALOG SIZES
- B. THE PAGE AND THE COLUMN
- C. CLASSIFICATION OF DATA
- D. THE USE OF COMPILATION SHEETS
- E. THE LAYOUT OF THE PAGE
 1. The Compilation Plan
 2. Information Concerning Articles
 3. Arranging Illustrations
 4. The Unit Plan
 5. Balancing Descriptions in Columns
 6. The Quantity of Matter to be Placed on a Page
 7. Proper Size Engravings
 8. Pasted Copy
- F. MAIL ORDER ADS.
- G. CHECKING COMPILED PAGES
- H. INDEXING
 1. Necessity of Accuracy in Making Indexes
 2. Card Writing the Index
 3. Keeping Index Cards in Numerical Order of Pages
 4. Checking Index Cards
 5. Alphabetical Arrangement of Index Cards

- 6. Key Words of Index
- 7. Underscoring Key Words
- 8. Two and Three Column Indexes
- 9. Cut-In Indexes
- I. REFERENCE BOOKS FOR USE IN COMPILATION
- J. TYPOGRAPHY
- K. TYPE STYLE SHEET
- L. PROOF MARKS

EXPLANATORY ANALYSIS OF UNIT COMPILATION

- A. THE TEN UNIT LAYOUTS
 - No. 1. Overset
 - No. 2. Underset
 - No. 3. Sideset
 - No. 4. Overset and Underset
 - No. 5. Overset and Sideset
 - No. 6. Sideset and Underset
 - No. 7. Double Sideset
 - No. 8. Overset Sideset and Underset
 - No. 9. Double Sideset and Underset
 - No. 10. Overset Double Sideset and Underset
- B. THE TWELVE ELEMENTS
 - No. 1. The Running Head
 - No. 2. The Page Number
 - No. 3. The Headline
 - No. 4. The Caption
 - No. 5. The Designation
 - No. 6. The Legend
 - No. 7. The Illustration
 - No. 8. The Sales Description
 - No. 9. The Technical Information
 - No. 10. The Listing
 - No. 11. The Footnote or Headnote
 - No. 12. The Type Rack Number
- C. THE RUNNING HEAD
- D. THE PAGE NUMBER
- E. THE HEADLINE
 - 1. Definition
 - 2. Use of Headlines
- F. THE CAPTION
 - 1. Important Sub-division of Headlines
 - 2. Manufacturer's and Jobber's Brand Names
- G. THE DESIGNATION
 - 1. Subject Headings
 - 2. Used as the Specific Name, Finish, Pattern, Etc., of an Article
- H. THE LEGEND
 - 1. Used Under Illustration
 - 2. Figure Number of Illustration
 - 3. Specific Trade Number of Article Illustrated
 - 4. Repetition of Designation
- I. THE ILLUSTRATION
 - 1. Kind of Engravings
 - a. Line Engravings
 - b. Halftones
 - c. Electrotypes
 - 2. Job Work on Engravings
 - a. Backgrounds and Vignetting
 - b. Mortising Engravings
 - c. Remounting and Anchoring Engravings
 - d. Trimming Engravings

3. Size of Engravings
4. Proofs of Engravings
5. Missing Engravings
6. Layout of Illustrations
 - a. Page and Column Basis Layout
 - b. Shapes of Illustrations
 - c. Centering Engravings
 - d. Side Placing Engravings
 - e. Staggering Engravings

J. THE SALES DESCRIPTION

1. Arrangement
2. Subject Matter
3. Grammatical Style
 - a. Description by Phrases
 - b. Capitalized Words
 - c. Compound Words
 - d. Punctuation

K. THE TECHNICAL INFORMATION

1. Subject Matter
2. Styles of Arrangement
 - a. Sequent Line
 - b. Analytic Style

L. THE LISTING

1. Importance of the List
2. The Listing Units
 - a. The Number Unit
 - b. The Size Unit
 - c. The Measure Unit
 1. Use of Figures
 2. Use of Fractions
 3. Decimals
 - d. The Weight Unit
 - e. The Selling Unit
 - f. The Price Unit
 1. Manufacturer's List Prices
 2. Jobber's Discount Prices
 - g. The Packing Unit
 - h. Finishes
3. The Arrangement of the Listing Unit
 - a. Tabulation
 - b. Segment Line
 - c. Line Tabulation
 - d. Non-Rule Tabulation
 - e. Rule Tabulation
 - f. Tabulation by Page or Column

M. THE FOOTNOTE AND HEADNOTE

1. Manufacturer's List Prices
2. Factory Shipments
3. Special Notes

N. THE TYPE RACK NUMBER

TERMS, ABBREVIATIONS, SYMBOLS, WEIGHTS AND MEASURES, USED IN TRADE CATALOGS

- A. WORDS DESCRIPTIVE OF THE MATERIALS ARTICLES ARE MADE OF
- B. WORDS DESCRIPTIVE OF THE METHOD OF MANUFACTURE OF ARTICLES
- C. WORDS DESCRIPTIVE OF THE KIND OF FINISHES APPLIED TO ARTICLES
- D. WORDS AND TERMS WITH THEIR ABBREVIATIONS USED IN THE TECHNICAL DESCRIPTION AND LISTING OF ARTICLES
- E. WORDS DESCRIPTIVE OF MEASURES AND WEIGHTS WITH ABBREVIATIONS
- F. WORDS DESCRIPTIVE OF THE SELLING UNITS
- G. LIST OF SYMBOLS, MARKS AND SIGNS
- H. TABLE OF WEIGHTS AND MEASURES

CATALOG DEPARTMENT ROUTINE

A. INSTRUCTIONS TO CHIEF COMPILER

1. **General Supervision**
2. **Correspondence**
 - a. Form Letter Book
 - b. Manufacturers' and Customers' Correspondence
3. **Work Tickets**
 - a. Specifications
 - b. Work Tickets for Dealers', Salesmen's and Department Catalogs
 - c. Rubber Name Stamps
 - d. Data Sheets for Customers
4. **Reports and Records**
 - a. Detailed Record of Jobs
 - b. Compilers' Report, Form C 12
 - c. Monthly Compilation Report, Form C 19
 - d. Customer's Monthly Report, Form C 43
 - e. Alteration Records, Form C 6
5. **Decisions on Compilation and Composition**
 - a. Layout of Pages
 - b. Changing Make-up of Type Pages
6. **Make-up of a Catalog**
 - a. Preliminary Pages and Index
 - b. Proof Dummy of Catalog
 - c. Binding and Shipping Catalogs
7. **Manufacturers' Representatives**

B. INSTRUCTIONS TO DATA SHEET EDITOR

1. **Supervision of Catalog Files**
 - a. Filing and Indexing Manufacturers' and Jobbers' Catalogs
2. **Correspondence**
 - a. Form Letters
 - b. Follow-up and Filing Correspondence
3. **Editing Data Sheets**
 - a. Classification of Data Sheets
 - b. Checking Data Sheets
 - c. Ordering Manufacturers' Catalogs
 - d. Ordering Information from Manufacturer
 - e. Making out Engraving Memorandum, Form C 57
 - f. Incorrect Data and Discontinued Articles
 - g. Symbols on Data Sheets
 - h. Filing Data Sheets
 1. Edited Data Sheets
 2. Canceled Data Sheets
 3. Compiled Data Sheets
 4. Information Memoranda Form C 15

C. INSTRUCTIONS TO ENGRAVING CLERK

1. **Correspondence**
 - a. Form Letters
 - b. Follow-up and Filing Correspondence
2. **Ordering Engravings**
 - a. Engraving Memorandum, Form C 57
 - b. Request for Engravings, Form C 29
 - c. Size of Engravings
 - d. Receiving and Checking Engravings
 - e. Marking Engravings
 - f. Pulling Proofs of Engravings
 - g. Filing Engravings in Cabinets
 - h. Manufacturer's Invoices for Engravings
3. **Making Engravings**
 - a. Order for Engravings, Form C 11
 - b. Billing Engravings
 - c. Photographs, Drawings, Illustrations and Sample of Goods.
4. **Lifting Engravings from Standing Type Pages**
5. **Returning Engravings**

D. INSTRUCTIONS TO THE COMPILATION EDITOR

1. **Editing Compiled Pages**
 - a. Checking with Data Sheets
 - b. Compilation Folio Record, Form C 18
 - c. Sending Compiled Pages to Customer for O. K.
 - d. Sending Pages to Composition Department
2. **Marking Copy for Composition**
3. **Proof Sheets**
 - a. Checking Proof Sheets for Errors
 - b. Filing Proof Sheets in Binders
 - c. Alterations in Proof Sheets
 - d. Sending Proof Sheets to Customer
4. **Making the Index**

E. INSTRUCTIONS TO UTILITY COMPILERS

1. **Recompiling Copy**
2. **Marking Up Proofs**

F. INSTRUCTIONS TO ENGRAVING LAYOUT CLERKS

1. **Layout of Engravings for Compiled Pages**
2. **Wrapping Engravings in Packages for Composing Room**

G. INSTRUCTIONS TO STENOGRAPHERS

1. **File Clerk**
 - a. Sales Correspondence Files
 - b. Estimate Files
 - c. Catalog Files and Catalog Card Index
2. **Data Sheet Stenographer**
 - a. Compilation Correspondence
 - b. Catalog Requests
 - c. Information Requests
3. **Engraving Stenographer**
 - a. Engraving Correspondence
 - b. Engraving Requests
 - c. Order for Making Engravings

INSTRUCTIONS TO MANUFACTURING DEPARTMENTS**A. INSTRUCTIONS TO THE COMPOSITION DEPARTMENT.**

1. **Copy and Engravings**
2. **Numbering Illustrations and Engravings**
3. **Missing Engravings**
4. **Manner in Which Engravings are sent to the Composing Room**
5. **Catalog Sizes**
6. **Type Style Sheet**
7. **Marking Copy**
8. **Follow Copy**
9. **Long Pages**
10. **Proof Reading**
11. **Questions of Correct Engravings**
12. **Indentions, Leaders and Leading**
13. **Illustration Figure Numbers**
14. **Lining up Tabular Work**
15. **Type Rack Numbers for Standing Type Pages**
16. **Proofs**
17. **Alterations**
18. **Imposition**
19. **Electrotyping Pages**

B. INSTRUCTIONS TO THE PAPER DEPARTMENT

1. **Kind, Quality, Weights and Sizes of Paper Used**

C. INSTRUCTIONS TO THE PRESS ROOM

1. **Quality of Press Work**
2. **Number of Pages to Forms**

D. INSTRUCTIONS TO THE BINDERY

1. **Styles of Catalogs**
 - a. Dealers' Edition
 - b. Salesmen's Edition
 - c. Department Catalogs
2. **Catalog Sizes**
 - a. For Sewed Cloth Covered, and Wire Stitched Paper Covered Catalogs
 - b. Loose Leaf Catalogs
3. **Binding Specifications**
 - a. Dealers' Catalogs
 - b. Salesmen's Catalogs
 - c. Department Catalogs
 - d. Mailing Envelopes and Cartons

INFORMATION FOR JOBBERS AND MANUFACTURERS

A. HOW TO PROPERLY MAKE OUT DATA SHEETS

1. **Classification**
2. **Filling in Data Sheets**
 - a. White Data Sheets
 - b. Yellow Data Sheets
 - c. Accuracy of Data
 - d. Discontinued Articles
 - e. Classification of Articles
 - f. Date of Data Sheet
 - g. Buyer's Name
 - h. Job Name
 - i. Details Concerning Item
 - j. Factory Numbers
 - k. Jobbers' Numbers
 - l. Sizes and Finishes
 - m. Manufacturers' List Prices
 - n. Jobbers' Discount Prices
 - o. Weights of Articles
 - p. How Goods are Packed

B. SELECTING STANDING AND ALTERED TYPE PAGES

1. **Standing Type Pages**
2. **Altered Type Pages**
 - a. Substitution of Items
 - b. Substitution of Engravings
 - c. Mail Order Ads.
 - d. Adding New Items to a Standing Type Page
 - e. Canceling Selected Standing Type Pages
 - f. Changes in Proofs of Altered Standing Type Pages

C. A PARTIAL CLASSIFICATION OF GOODS LISTED IN TRADE CATALOGS

1. **Mechanics' Hand Tools**
2. **Farm Tools and Implements**
3. **Carriage and Wagon Supplies**
4. **Builders' Hardware and Supplies**
5. **Heavy Hardware, Mill and Plumbing Supplies**
6. **Household and Miscellaneous Hardware**
7. **Sporting Goods**
8. **Automobile Supplies**
9. **Electrical Supplies**

D. INFORMATION FOR MANUFACTURERS CONCERNING ENGRAVINGS

1. **Uniform Size Engravings**
2. **Standard Sizes for Trade Catalogs**
3. **Paper Stock Used in Trade Catalogs**
4. **Making New Engravings**
5. **Original Engravings**
6. **Co-operation**

CATALOGUE DEPARTMENT TRADE CATALOGUE PRODUCTION

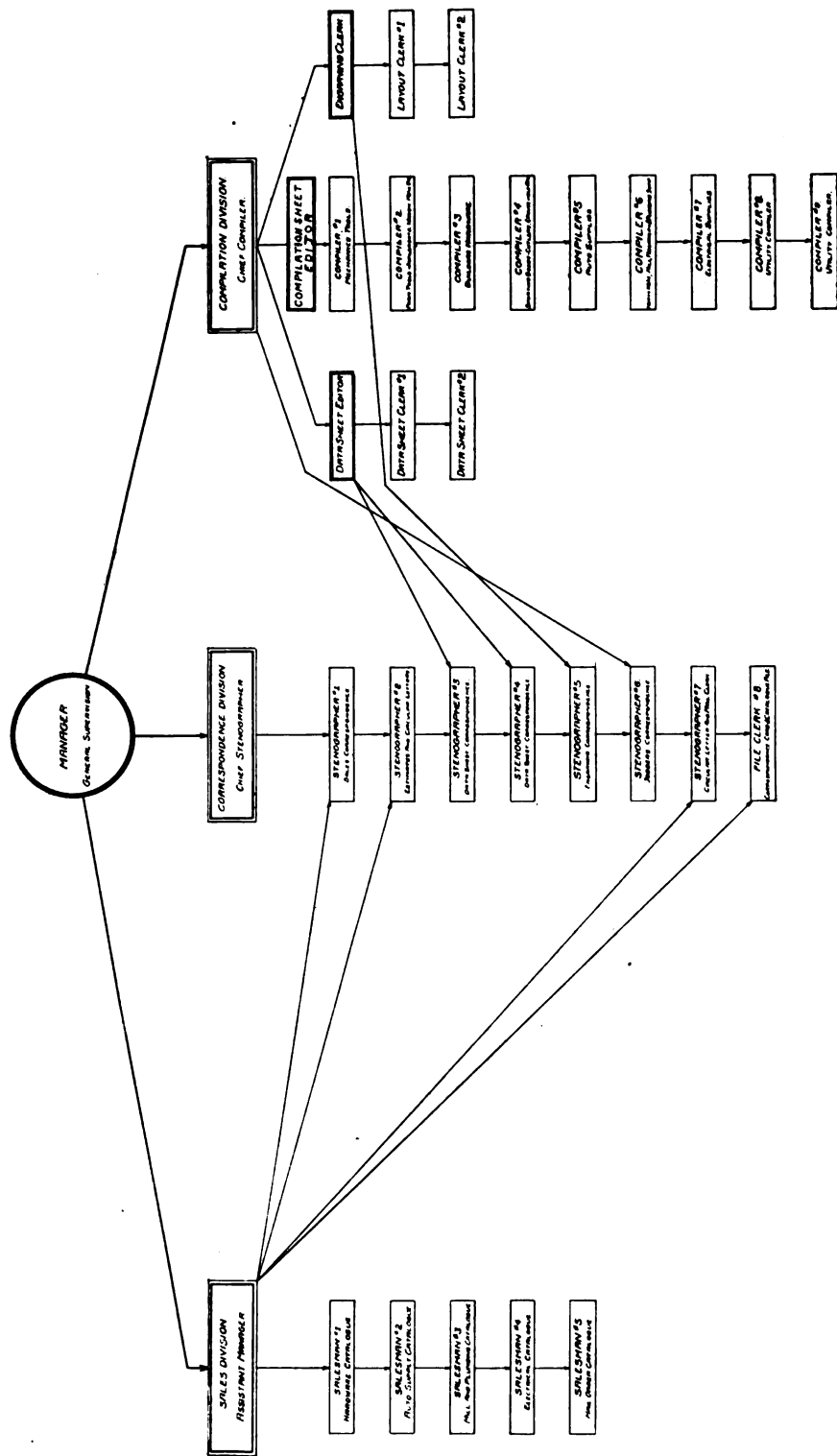
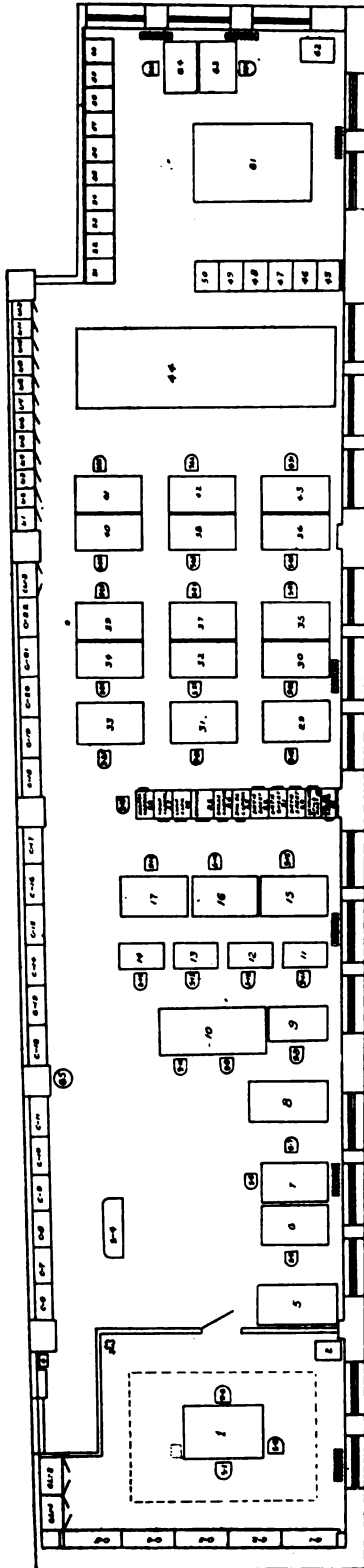


Chart of the Organization of the Catalog Department
WYNKOOP HALLENBECK CRAWFORD COMPANY
TRADE CATALOG PUBLISHERS



Floor Plan and Equipment of the Catalog Department
WYNKOOP HALLENBECK CRAWFORD COMPANY
 TRADE CATALOG PUBLISHERS

- | | | |
|------------------------|--------------------------------------|--------------------------------|
| 1. Manager's Office. | 31. Chief Compiler. | 45 to 60. Electrotpe Cabinets. |
| 2. Private Files. | 33. Engraving Clerk. | 61. Cut Layout Table with Bins |
| 5. Mail Table. | 32. Compilation Sheet Editor. | Underneath. |
| 6. Chief Stenographer. | 30, 32, 34, 35, 36, 37, } Compilers. | 63 and 64. Layout Clerks. |
| 7. Assistant Manager. | 38, 39, 40, 41, 42, 43. } | 64. Proof Press. |
| 8. Catalog Table. | 44. Copy Layout Table with Bins | C-6 to C-22. Catalog Library. |
| 9. Sales Stenographer. | Underneath. | C.L. 3. Stationary Cabinet. |
| | | L. 1 to L. 12. Lockers. |

INTRODUCTION

1. THE PURPOSE OF A CATALOG

The Primary purpose of a Catalog is to increase the Sales for a Distributor of such Merchandise as is Listed, Illustrated and Described in it.

2. THE CATALOG AS A STOCK INVENTORY

In addition to this, a Catalog, Comprehensive, Systematic and Accurate in its contents, forms an excellent inventory of the stock of goods offered for sale by a merchant or manufacturer and is a great aid to the buyer of merchandise in making intelligent purchases, and supplements and assists the salesman in effecting and increasing his sales.

3. STANDARDIZED CATALOGS

The tendency of Trade Catalog Production is more and more toward Standardization and the listing of goods in a thorough and comprehensive manner. Such Standardized Catalogs it is our purpose to produce. We have devised a practical and systematic method for the production of Trade Catalogs as described in detail in these Instructions and the Compiler will be required to thoroughly master each and every detail connected with the proper doing of his work, and Cultivate the Habit of consistently carrying out the routine involved.

4. THE COMPILER

The Compiler should endeavor continually in compiling copy to place himself in the position of the User—or Ultimate Consumer for whom the Catalog is intended. In writing detailed information about an article to be Cataloged, brevity and conciseness consistent with clearness, should be the constant aim of the Compiler; if his work is to reflect credit on his ability as a Compiler. It is intended to restrict Compilers as much as may prove practical to special lines of compilation, and each Compiler is expected to become proficient in some one particular line of Catalog Compiling.

5. DESCRIPTIONS IN MANUFACTURERS' CATALOGS

Where practical the Specific Description used in the Manufacturer's Catalog or that supplied us on the "Request for Information"—Form C 15—should be used, but care must be taken to ascertain the correctness of the information, and caution exercised not to describe the article in superlative terms. Catalogs of manufacturers frequently contain overpraise and superlative statements concerning their goods, and while it is permissible to make statements of superiority, all such statements should be actual Descriptions of the Articles.

6. DESCRIPTIONS IN TRADE CATALOGS

The Description of an Article should be Accurate, Comprehensive, Instructive and Informative, which may lead to a greater familiarity with the Article by any one using the Catalog. Give uses of an Article in Pithy Phrases, not in long-winded sentences, and bear in mind that Catalogs are used as Sources of Information by many persons new to one or more of the lines listed in the Catalog. A large part of the Efficiency of the Sales Force of a Jobbing House depends upon their Familiarity not only with the Prices and the Specific Description of the Articles which they are engaged in selling but also the Uses to which they are Applied, thus the General Informative Matter contained in the Catalog becomes of immediate use as well to the salesman as to a possible buyer.

7. THE PROSPECTIVE BUYER

The User of a Catalog who seriously considers purchasing will be largely influenced by the other Page Elements as well as the Sales Description; such as the Illustrations, Technical Information and the Listing that gives the Numbers, Sizes, Weights, Prices, Packing, etc., of the Article. If the Article Cataloged is not set forth in a manner that enables the Intending Buyer Quickly and Easily to obtain the Information desired, the mission of the Catalog may be considered as practically defeated, and the Money Expended Wasted.

8. STYLES OF CATALOGS

In most cases a Trade Catalog is issued in three styles for the Jobber.

The Dealer's Edition is for distribution to his Trade and is usually issued as a Sewed Book, Bound in Substantial Cloth Covers or as a Loose-Leaf Book. In some cases, however, where the Edition is Large, it is more practical to issue the Dealer's Edition in Heavy Paper Covers either Sewed or Wire Stitched.

The Salesman's Edition is printed from the same type pages as the Dealer's Edition for the use of the Jobbers' Salesmen and Buyers. It is printed on Bond Paper with the pages trimmed greater in width than the Dealer's Edition so that they may be punched on the Binding Edge and inserted in Loose Leaf Binders. The Printed Pages when Bound in this Manner can then be changed from time to time as circumstance may require.

Department Catalogs are issued to a Jobber's customers where it is not to his advantage to send a Complete General Catalog. Such Department Catalogs are usually selected pages taken from the Jobber's General Catalog and printed previous to, at the same time, or after printing the General Catalog. Department Catalogs are usually Bound in Paper Covers and Saddle or Side Wire Stitched, or Sewed, dependent on the number of pages the Catalog contains.

GENERAL INSTRUCTIONS CONCERNING COMPILATION

A. EQUIPMENT

1. DESKS

To each Compiler is assigned a Desk by the Chief Compiler. Each Desk is numbered and the location, where practical, is such that Compilers making up kindred lines are adjacent to each other. Desks have been Standardized as to Size and Interior Arrangement of the Drawers for containing printed forms, stationery, writing supplies, etc. Compilers must keep the contents of their Desks in neat order at all times and not store in it personal belongings.

2. CATALOG BINS AND CATALOG CARD INDEX

All Manufacturers' Catalogs are to be Filed the same day as received in the Catalog Bins by the File Clerk. Each Catalog has stamped on it a Bin Number and a Book Number. A Card Index—on Form C 8—is kept of every Catalog received, with the Bin Number and the Book Number of the Catalog indicated on the Card. The Compiler is not to take Catalogs from Bins but is to have the File Clerk get such Catalogs for him, and is not to replace Catalogs in the Bins, but to give them to the File Clerk, who will see that they are returned to their proper position.

All Trade Catalogs are Filed in the Trade Catalog Bins and may be used by Compilers when necessary, by making request of the Chief Compiler. A Card for each Trade Catalog in the Bins will be found in the Catalog Card Index.

3. DATA SHEET FILES

All Data Sheets are kept in the Data Sheet Files maintained by the Data Sheet Editor. Compilers are not to remove Data Sheets from the Data Sheet File without permission from the Chief Compiler or Data Sheet Editor.

4. CORRESPONDENCE FILES

All Correspondence from Manufacturers relating to a Catalog in Process of Compilation is filed in the Catalog Correspondence Files. No Correspondence is to be taken from the Files by a Compiler. Requests for Letters received from Manufacturer should be referred to the Chief Compiler.

5. ENGRAVING CABINETS

The Engravings received for a Catalog are Filed by the Engraving or Layout Clerk in the Drawers of the Engraving Cabinets. Compilers are not to take Engravings from the Cabinets. Requests for Proofs of Engravings should be referred to the Engraving Clerk.

6. COPY LAYOUT TABLE

The Copy Layout Table is to be used by Compilers and Layout Clerks for assorting and arranging Compiled Pages and used for that purpose exclusively.

7. COMPILATION SHEET BINS

All Copy when completed is stored in Bins under the Copy Layout Table, by the Compilation Sheet Editor. Compilers must not remove any Compiled Pages from the Bins without the consent of the Chief Compiler or Compilation Editor.

8. ENGRAVING LAYOUT TABLE

The Engraving Layout Table is for the exclusive use of the Engraving Clerk and the Layout Clerks in the Checking up and Layout of Engravings that have been received. The Layout Clerks will confine their work to this table in Laying out Engravings on Compiled Pages ready to be sent to the Composing Room.

9. STORAGE BINS FOR PRINTED FORMS

All Printed Forms are kept arranged in neat order in the Bins under the Engraving Layout Table. These Bins are in charge of a Layout Clerk and Printed Forms are to be had from him by making request of the Chief Compiler.

B. PRINTED FORMS USED IN COMPILATION OF TRADE CATALOGS

1. PRINTED FORM BOOK

All Compilation is handled by means of Printed Forms and the Compilers must thoroughly familiarize themselves with the proper use of each Form. From the Chief Compiler may be had the Printed Form Book in which is pasted a copy of each Form used in Compilation and a Complete Description of its proper use.

2. COMPILATION SHEETS

Form C 55

All Copy for catalogs 5x8 $\frac{1}{8}$ inches (30x49 Picas) Type Page Size is to be written on this size Compilation Sheet. This size Compilation Sheet is used for Mill, Plumbing, Electrical and Auto Supply Catalogs.

Form C 33

All Copy for Catalogs 7 $\frac{1}{8}$ x10 inches (43x60 Picas) Type Page Size is to be written on this size Compilation Sheet if Page or Two Column compilation is required. This size Compilation Sheet is used for Hardware, Sporting Goods and in some cases for Auto Supply Catalogs.

Form 54

All Copy for Catalogs 7 $\frac{1}{8}$ x10 inches (43x60 Picas) Type Page Size is to be written on this size Compilation Sheet *If Three Column Compilation* is required. This size Compilation Sheet is used for Hardware, Sporting Goods and in some cases for Auto Supply Catalogs. Compilation on Three Column Basis is only to be done where specially instructed to do so by the Chief Compiler.

3. DATA GATHERING Form C 13

This Form is Supplied to the Customer for the use of Stock Clerks, where it is necessary to make up the Data direct from the Goods in Stock. The Information entered on this form is then written out on the Data Sheets.

4. DATA SHEETS

a. White Data Sheet Form C 30

This printed form is supplied to the customer and on it he enters a list of such goods as he wants Listed, Described and Illustrated in the Catalog that is to be compiled for him. He makes the Sheets out in Duplicate, sending the Original to us and retaining the Duplicate for his Files.

Data Sheets are made out to cover all the goods the Jobber desires Included in the Catalog, and are Numbered Numerically by Sections, and so referred to in writing to him about the items to be Cataloged.

In some cases the Data Sheets in a Section are to have the Items Compiled in the Numerical Order in which the Sheets are Numbered. This is a matter, however, that the Chief Compiler will give specific instruction about covering each particular Catalog.

b. Yellow Data Sheet Form C 32

After the Customer has sent in the Data for his Catalog on the Data Sheet Form C 30, should he subsequently wish to make changes in the goods to be listed, or make additions of other goods or substitutions, he sends in such information on this Form. The Yellow Data Sheets are thus an evidence of the total changes, in goods to be listed, made by the Customer while the Catalog is in process of Compilation.

5. REQUEST FOR INFORMATION FROM MANUFACTURERS Form C 15

This Form is sent out by the Data Sheet Editor to Manufacturers requesting Information about goods of their Manufacture that we are required to list in a Catalog we are compiling. The Original is sent to the Manufacturer and the Duplicate Form C 49 retained by the Data Sheet Editor in his Files. The Original when returned by the Manufacturer is attached to the Data Sheets for the aid of the Compiler in writing up Copy.

6. INFORMATION MEMORANDUM Form C 10

This form is used by Compilers when in need of Information About Items to be compiled and when filled in is turned over to the Data Sheet Editor.

Information Memorandums are made up as follows:

The Manufacturer's Name and Address, the Compilation Folio Number, the Compiler's Name and the Date are to be written on each sheet. The Manufacturer's Number of the Article on which information is desired must always be given. If the Information is Required on a Certain Size or Finish it should be so stated.

Frequently the same article listed on the Data Sheet will be listed in another Jobber's Catalog that we have in our Files, or in one of the Jobber's Catalogs made by us. The Compiler should always refer to the various Jobbers' Catalogs when the Complete Information on the article he is compiling cannot be found in the Manufacturer's Catalog, and only make request to write for information from the Manufacturer after he has satisfied himself that it cannot be found in any other Catalog.

7. REQUEST FOR ENGRAVINGS FROM MANUFACTURERS Form C 29

This Form is used by the Engraving Clerk in ordering Engravings from the Manufacturer for Catalogs we are making. The Original is sent to the Manufacturer, the Duplicate Form C 48 is retained for reference and filed in a Post Binder by the Engraving Stenographer.

8. ENGRAVING MEMORANDUM Form C 57

In most instances a Proof of the Actual Engraving of Correct Size to be used will be attached to the Data Sheet and the Proof will be marked with the Number of the Drawer in which it is filed in the Engraving Cabinets.

When Engraving Proof is not attached to the Data Sheets the Compiler is to make out a Request for such Engraving of proper size on an Engraving Memorandum Form C 57 and give it to the Engraving Clerk. Give full details of what is wanted, Name of Manufacturer Name of Item, Number, Brand Name, Size Engraving required, Data Sheet Number, and Compilation Folio Number.

9. ORDER FOR MAKING ENGRAVINGS Form C 11

When it is necessary to make Engravings for a Customer's Catalog at his expense this Form is made out and sent to him to sign and return, which then becomes an order to proceed and make the Engraving described. The Original is returned signed and the Duplicate Form C 11a retained by the Customer for his Files.

10. COMPILATION FOLIO RECORD Form C 18

On this Form is kept a Record of each Page Compiled and Set in Type. All Entries on this Forms are made by the Compilation Editor, and a separate Folio Record is kept for each Catalog being Compiled.

11. MONTHLY COMPILATION REPORT Form C 19

A Report is made by the Chief Compiler at the end of each month on this Form for each Catalog in process of Compilation, Showing the total Number of Pages Compiled for the month. A Record is also made on this Form of the total Number of Pages compiled during the Month by each compiler.

12. CUSTOMER'S MONTHLY REPORT Form C 43

This Report made out by the Chief Compiler is submitted the first of each month to the Customer, and shows in detail the exact amount of work done on his Catalog for the previous month.

13. ALTERATION TIME SLIP Form C 6

A Record is kept of all Alterations made on Proof Sheets and the Duplicate Alteration Time Slip is attached to the Corrected Proofs when submitted to the Customer for O. K. and retained by the Customer for reference.

14. CATALOG CARD INDEX Form C 8

Every Catalog received is Indexed on this Card Form, and such Index Card placed in the Catalog Card Index.

15. COMPILER'S REPORT Form C 12

For each page compiled a Record is made out on this Report Card and attached to the Compiled Page. This Report must be made out accurately and spaces marked "Editor's O. K." and "Entered on Cost Sheet" left blank.

These cards with compiled Pages are to be turned over to the Compilation Editor at the end of each day's work.

These Report Cards are filed under the Job Name and enable us to determine when a catalog is completed what the cost has been for compilation.

16. RECORD OF CATALOGS TAKEN FROM FILES Form C 31

When necessary to loan a Catalog in the Files to another department or to a Customer a receipt for the same is made out on this Form.

17. CATALOG WORK TICKET Form C 56

On this Form is entered by the Chief Compiler the Detailed Instructions concerning the Composition, Electrotyping, Paper Stock, Ink, Presswork, Binding, Packing and Shipping of the Catalog.

FORM 4-16-2014



Wynkoop Hallenbeck Crawford Co.
New York DATA SHEET

New York

DATA SHEET No. _____

CATALOG DATA SHEET

CLASSIFICATION	DATE	BUYER	JOB	COMPILATION FOLIO

Enter But One Kind of Item on this Data Sheet.
Where One Kind of Item is Bought from More than One

Where One Kind of Item is Bought from More than One Manufacturer Use Data Sheet for Each Manufacturer.
All Data on Items of One Kind must be Furnished Complete

All Data on Items of One Kind must be Furnished Complete.
Please Read Carefully Information Printed on Reverse Side

Please Read Carefully Information Printed on Reverse Side.

[illegible]

Form C-32 is the same as this except that it is printed on Yellow Paper, and is used only for sending Corrections or Additions to White Data Sheets, previously sent to us.

CM-4-16-226

REQUEST FOR INFORMATION

Wynkoop Hallenbeck Crawford Co.

PRINTERS & BINDERS

80 Lafayette Street
New York



NAME OF MANUFACTURER

NAME OF JOBBER

NOTE

		PLEASE MARK ENVELOPE FOR CATALOG DEPARTMENT AND WHEN REPLYING MENTION JOBBER. FOLIO No. _____
--	--	---

We are compiling a catalog for the jobber whose name appears above and are required to list therein the items of your manufacture as shown on this sheet. We are unable to find in your catalog the information that we need concerning these items. We will thank you to fill in the information requested and return this sheet to us at once, so that we may compile same correctly. We assure you that your co-operation in the accurate description of your goods in this catalog is much appreciated and know that it will result in profitable returns to you.



WYNKOOP HALLENBECK BUILDING

We are Specialists in the Production of Catalogs for Manufacturers and Jobbers. Should you contemplate issuing a Catalog tasteful and artistic in format and illustration, we would appreciate your requesting our estimate. We will prepare your copy and supervise all the details involved in the making of your Catalog. We operate a complete Printing Plant. Our equipment, all of which is new and modern, includes Monotype and Linotype Machines, Flat Bed and Rotary Presses, Engraving, Stereotyping, Electrotyping and Bindery Departments. Our New Building was specially designed and constructed to house our Large and Complete equipment. Our Service is Efficient and Prompt.

C28-1-17-1034

REQUEST FOR ENGRAVINGS

Wynkoop Hallenbeck Crawford Co.

PRINTERS & BINDERS

TRADE CATALOG PUBLISHERS

80 Lafayette Street
New York



NAME OF MANUFACTURER

NAME OF JOBBER

NOTE

		PLEASE MARK PACKAGE FOR CATALOG DEPARTMENT AND ALSO WITH NAME OF JOBBER AND DATA SHEET NO.
--	--	---

Gentlemen:

Please forward to us promptly one electrotype, preferably of a line engraving, approximately the exact size as requested of the articles of your manufacture listed below. These electrotypes are to be used to illustrate your goods in the Catalog that we are compiling and printing for the Jobber whose name appears above.

We cannot use cuts of larger size than specified, and it will prevent errors if you will please mark on each cut the number and name of the article it is to illustrate.

If you do not have these cuts, we will gladly quote estimate for making them for you. Kindly mark the package "For the Catalog Department," and indicate the Jobber's name for whose catalog the cuts are intended, and with the Data Sheet number shown above.



THE HALLENBECK BUILDING

[OVER]

CATALOG DEPARTMENT

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C14-16-52



Please Sign Original and Return to Us, Retaining Duplicate For Your Files

Date _____

We herewith instruct you to enter our order for making the Engravings described below for use in our catalog.

[illegible]

Signed _____

C18-418-2M



WYNKOOP HALLENBECK CRAWFORD CO.
80 LAFAYETTE STREET, NEW YORK



COMPILATION REPORT MONTH OF _____

Job _____

Catalog Department

DATE										TOTAL
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TOTAL										

COMPILATION REPORT

SECTIONS	A	B	C	D	E	F	G	H	TOTAL
COMPILED IN									
COMPILED LAST REPORT									
TOTAL									

COMPOSITION REPORT

SECTIONS	A	B	C	D	E	F	G	H	TOTAL
TO BE SET IN TYPE									
IN TYPE LAST REPORT									
TOTAL									

C42-6-16-114



Wynkoop Hallenbeck Crawford Co.



CATALOG DEPARTMENT

NEW YORK, _____

GENTLEMEN:

ATTENTION OF _____

THIS REPORT SHOWS THE WORK DONE ON YOUR CATALOG DURING THE MONTH OF _____.
 THE DATA AND ENGRAVING REPORT SHOWS THE WORK DONE ON EACH SECTION PRELIMINARY TO BEGINNING COMPI-
 LATION. THE COMPILED REPORT SHOWS THE TOTAL NUMBER OF PAGES COMPILED TO DATE, THE COMPOSITION
 REPORT THE NUMBER OF PAGES SET IN TYPE.

*DATA AND ENGRAVING REPORT

SECTIONS	A	B	C	D	E	F	G	H	I	K	INTRO INDEX	TOTAL
DATA RECEIVED												
MANUFACTURER'S CATALOGS ORDERED												
MANUFACTURER'S CATALOGS RECEIVED												
DATA CHECKED												
ENGRAVINGS ORDERED												
ENGRAVINGS SHORT												
INFORMATION ORDERED												
INFORMATION SHORT												

COMPILED REPORT

SECTIONS	A	B	C	D	E	F	G	H	I	K	INTRO INDEX	TOTAL
APPROXIMATE TOTAL OF PAGES TO SECTION												
COMPILED IN												
COMPILED LAST REPORT												
TOTAL												
COMPILED PAGES TO BE OK'D WILL BE SHIPPED												

COMPOSITION REPORT

SECTIONS	A	B	C	D	E	F	G	H	I	K	INTRO INDEX	TOTAL
SET IN TYPE IN												
IN TYPE LAST REPORT												
TOTAL												
TYPE PAGES TO BE OK'D WILL BE SHIPPED												

*A Red Check Mark in Section Columns of Data and Engraving Report indicates that the work has been completed.

PROOF ALTERATION RECORD

CS-4-16-2034



WYNKOOP HALLENBECK CRAWFORD CO.

ORIGINAL



THE TIME SHOWN BELOW REPRESENTS ACTUAL TIME IN MAKING NECESSARY ALTERATIONS AS PER PROOF ATTACHED. THIS EXPENSE WILL BE CHARGED FOR SEPARATELY AS SPECIFIED IN OUR CONTRACT. THIS MEMORANDUM (DUPLICATE OF WHICH WE RETAIN) IS FOR THE PURPOSE OF ENABLING YOU TO SEE THAT SUCH CHARGES ARE CORRECT.

Date _____ Page No. _____ Job _____ Compositor _____

1st Alteration	2d Alteration	3d Alteration	Lock-Up
Hr. _____ Min. _____	Hr. _____ Min. _____	Hr. _____ Min. _____	Hr. _____ Min. _____

Alteration Time Checked by _____ Catalog Department.

OS1-4-16-324

RECORD OF CATALOGS SENT OUT

RECEIVED FROM CATALOG DEPARTMENT One CATALOG REPRESENTING LINE OF _____

NAME Greenfield Tap & Die Corporation BOOK No. 26515

ADDRESS Greenfield Massachusetts

GOODS MANUFACTURED Gauges, Taps, Dies, Etc.

DATE RECEIVED April 14th 1917 DATE RETURNED April 19th TO BE RETURNED BY April 20th

SIGNED Wm Patterson

Advertising

DEPARTMENT

CS-6-16-20M	
NAME GREENFIELD T&F & DIE CORPORATION	BIN No. 314
Large Cuts/See other catalog for small cuts CATALOG	
ADDRESS GREENFIELD, MASSACHUSETTS	BOOK No. 26515
N. Y. OFFICE 28 Warren Street	CLASS
DATE OF CATALOG	GOODS MANUFACTURED
	GAGES, TAPS, DIES
	A. J. SMART MANUFACTURING CO.
	WILEY & RUSSEL MANUFACTURING CO.
	WELLS BROTHERS COMPANY
	BULLETIN NO. 1 HOW TO MEASURE SCREW THREADS

Catalog Index Card

C12-4.16-20M			
COMPILER'S REPORT			
FOLIO No. 178		JOB Chas. Bond company	
DATE April 17, 1917		TICKET No. M22075	
TIME 2 1/4 hours		COMPILER Geo. Wilson	
D. S. No. 204		EDITOR'S O. K. R. J. H.	
SUBJECT MATTER Leather Belting			
ENTERED ON COST SHEET			
STYLE COMPILATION	NEW PAGE	STOCK PAGE	RECOMPILED PAGE

OFFICE TICKET

CATALOG DEPARTMENT

THE BEST WORK OF ITS KIND IS EXPECTED ON THIS JOB FROM EACH DEPARTMENT, AS WELL AS PROMPT AND ACCURATE HANDLING

DATE _____ Job No. _____

NAME _____

ADDRESS _____ Est. No. _____

KIND OF CATALOG _____ DEALER'S EDITION

COPIES _____ TRIM SIZE _____ NO. OF PAGES _____

COPY AND ENGRAVINGS—Compiled Copy, Engravings, Logotypes, Color Plates and Dies supplied by Catalog Department.

COMPOSITION—Monotype as per Type Style Instruction Sheet. TYPE SIZE _____ Picas. Index 8 point Columns to page _____

IMPOSITION _____

ALTERATIONS—Time of Alterations in Corrected and Lock-up Proofs to be entered on Catalog Department Form C-6, attached to Proof and sent to Catalog Dept.

PROOFS—Three Proofs to Catalog Department on Punched Sheets supplied by the Catalog Department.

TEXT PAGES _____ R _____ x _____ = _____ lbs. _____ from _____

INDEX PAGES _____ R _____ x _____ = _____ lbs. _____ from _____

INSERTS _____ R _____ x _____ = _____ lbs. _____ from _____

FOURTHY _____

FOURTHY _____

FOURTHY _____

_____ forms _____ pages _____ up sheet _____ X _____

_____ forms _____ pages _____ up sheet _____ X _____

_____ forms _____ pages _____ up sheet _____ X _____

LINK—Pages _____ to _____ to be printed in _____

Pages _____ to _____ to be printed in _____

Pages _____ to _____ to be printed in _____

Machine-sewed on three linen tapes. Backbone rounded and reinforced with glued strip of heavy paper. Top and bottom headbands inside Front and Back Cover to have cloth joints. End papers of color to match Backbone to be sewed to the joint reinforcing cloth strip. Edges of book to be trimmed smooth. Cases of No. _____ Cloth Board and cover with _____ as per sample cover to be had from the Catalog Department. Cases to extend $\frac{1}{4}$ inch beyond trimmed pages on top, bottom and fore edges. Front cover and backbone to be blank hot embossed with brass die to be had from the Catalog Department and printed with bookbinder's ink.

A printed label, $\frac{5}{8}$ inches x 8 inches, to be supplied by the Catalog Department, is to be pasted on the inside front cover of Dealer's Catalogs.

PACKING—Each Dealer's Catalog is to be inserted in a Carton for Mailing. A printed addressed Label is to be supplied by the Catalog Department, and is to be pasted on outside of each Carton. Separate Specifications for making Cartons are to be supplied by Catalog Department.

_____ copies of Catalog are to be delivered to the Catalog Department. When catalogs are completed and ready to be packed in boxes apply to Catalog Department for shipping instructions.

PRELIMINARIES TO COMPILATION

A. CATALOG SIZES

We make Trade Catalogs in Two Type Page Sizes only, although the Trimmed Page Size may vary within practical limits to suit the Customer's wishes.

The Standard Sizes are as follows:

Kind of Catalog	Trimmed Page Size	Type Page Size Picas	Width Columns Picas	Actual Width Type Matter in Column	MARGINS			
					Top	Bottom	Binding	Fore
Mill, Plumbing and Auto Supply.....	6 $\frac{1}{8}$ x9 $\frac{1}{4}$ "	30x49	15	14 $\frac{1}{2}$ Picas	$\frac{1}{2}$ "	$\frac{5}{8}$ "	$\frac{5}{8}$ "	$\frac{1}{2}$ "
Electrical.....	7x10"	30x49	15	14 $\frac{1}{2}$ Picas	$\frac{3}{4}$ "	1 $\frac{1}{8}$ "	$\frac{7}{8}$ "	1 $\frac{1}{8}$ "
Hardware, Sporting Goods and Auto Supply.....	8 $\frac{1}{2}$ x11"	43x60	21 $\frac{1}{2}$	21 Picas	$\frac{1}{2}$ "	$\frac{1}{2}$ "	$\frac{3}{4}$ "	$\frac{5}{8}$ "
	9x11"	43x60	21 $\frac{1}{2}$	21 Picas	$\frac{1}{2}$ "	$\frac{1}{2}$ "	1 $\frac{1}{8}$ "	$\frac{5}{8}$ "

All pages with columns to have a $\frac{1}{2}$ -point rule down the center of the page.

B. THE PAGE AND THE COLUMN

Catalog Pages are made up in Two Styles of Page Arrangement—the Page Style and Column Style. The Page Style is used where it is necessary to present a large quantity of Technical Information in Table Form. The Page Style Arrangement is used mostly in Mill and Electrical Supply Catalogs, due to the amount of Tabular Listing necessary in such Catalogs.

In the Unit Page Style of Arrangement the Page should be treated as a Unit where the listing of one article takes up the entire page space. Where several articles are to be shown on a page, and it is necessary to list each article the Entire Width of the Page, each article should be treated as a Unit, and the Underset or Sideset Unit Layout should be used for each article listed on the Page.

The Column Arrangement is most used in Hardware Catalogs. Hardware Catalogs should be almost exclusively limited to Two Column Compilation. Where the Column arrangement is used every article illustrated and described must be compiled according to some one of the *Six Unit Layouts*.

C. CLASSIFICATION OF DATA

Before proceeding with the Compilation of a Section of a Catalog, the Data Sheets containing the Information for that Section must be properly Grouped and Arranged so that all Articles that are Identical or of Kindred Nature follow in Logical or Practical Sequence. Where doubt exists in the mind of the Compiler concerning the Proper Classification of an Article, he should refer the matter to the Chief Compiler.

D. THE USE OF THE COMPILATION SHEETS

With the Data Sheets Arranged Properly, and the Manufacturers' Catalogs, Information Memorandums, Proofs of Engravings, etc., before him, the Compiler is ready to begin Compilation. All copy is to be written out on Compilation Sheets, a page at a time, the type size depending on the Kind of Catalog to be compiled. *All copy is to be written in black ink, and in small but plain, legible, readable handwriting.* The Compilation Folio No., Customer's Name, and Job No., the Date Compiled and the Compiler's Name must be written on every Compilation Sheet. The Number of Each Data Sheet from which an item was compiled must also be written in the space for that purpose. The space marked "Electrotypes" and "Information" are to be checked if all Engravings are received and all Information at Hand. The spaces marked "Customer's O. K.," "Editor's O. K." and "Catalog Page Number" are to be left blank by Compiler.

E. THE LAYOUT OF THE PAGE

1. Compilation Plan

All Copy is to be Compiled on a Column Basis, unless the nature of the goods requires the Page Arrangement. The Compiler is requested to consult and secure the permission of the Chief Compiler before compiling copy on a Page Basis, unless it is all Tabulated Matter and must be arranged on a Page Basis.

2. Information Concerning Articles

Before proceeding to Layout or Compile a Catalog Page Read Carefully and with Understanding all the Information Concerning the Articles to be Listed on the page as shown on the Data Sheets, Information Sheets, and Manufacturers' or Jobbers' Catalogs that are referred to on the Data Sheets.

3. Arranging Illustrations

A Layout of Each page is to be made before a word of copy is written. Arrange the illustrations (which should be a proof of the actual engravings to be used) on the page in Column Form, except where the nature of the article is such as make it absolutely necessary to use the Page instead of the Column Plan.

4. The Unit Plan

Each Article to be Illustrated, Described and Listed is to be Treated as a Unit, whether Column or Page Plan is used, and it will be found that from One to Twelve Illustrations can be Grouped on the Page or in the Two Columns, dependent on the size of the Actual Engravings to be used and amount of Sales Description and List Information necessary. In Listing an Article there are Ten Unit Layouts that can be used for the Illustration, Sales Description and List Information. Each Unit Layout is represented by a Specimen as shown on pages 41 to 50. The use of each Unit Layout is described in detail on the Specimen Pages, and the Compiler must familiarize himself with their proper use.

5. Balancing Descriptions in Columns

If possible the Descriptive Matter in the Two Columns of a Catalog Page should Balance. This is not, however, always possible, one item being considerably larger than another or requiring greater or less Descriptive Matter. In such cases attempt to pad out the Description that is too small in contents, and boil down and abbreviate the other unbalanced Description. This should not be done at the expense of the clearness or completeness of such Description.

6 Quantity of Matter to be Placed on a Page.

While it is positively essential that each page be compact, the Compiler is to exercise great care and judgment not to place on the page more matter than can be set in type, or make it necessary to recompile the page. Leave Three Open Lines at the Top of the Compilation Sheet and about $\frac{1}{8}$ inch of Space on the left hand side of each column when compiling copy. The sense of balance and the exact amount of matter required to make an excellent catalog page give evidence of a Compiler's Ability as a Cataloger.

7. Proper Size Engravings

If the Illustration, that is a proof of the actual engraving received, is too large, take up with the Engraving Clerk about securing an Engraving of Correct Size. If the Engraving is vignetted or has a background that can be routed out, Cut the Illustration Down to the Size Required to make it fit properly in the space allotted.

8. Pasted Copy

When the Data Sheet indicates that an Item is Compiled in a Catalog that has been published by us, and such Text Matter can be used for the article to be compiled simply by changing numbers and prices, etc., it should be clipped from the page and pasted on the Compilation Sheet in its proper position, and the necessary changes made. (Special Pages of all Catalogs that we have published will be supplied to Compilation Division to use for Pasted Copy.)

F. MAIL ORDER ADS

When a Page or Column runs short, and there is not enough Sales Descriptive or List Information with the Illustrations to Fill a Page or Column, a Mail Order Ad is to be used to fill such space. These are always to be placed at the Bottom of the Page or Column. The copy for such Ads will be supplied by the Chief Compiler.

G. CHECKING COMPILED PAGES

After a Page has been completed it should be read over carefully to see that no errors occur and that words are spelled correctly. The Compiler should also see that All the Information that is Missing on the Page has been written for, and then write the words "written for" in the space "Information," at top of Compilation Sheet. The Compiled Page is to be Checked with the Data Sheet and the Data Sheet Number on which the item appears written in the space for that purpose at the top of Compilation Sheet. These Data Sheets should then be attached to the Compiled Page and given to the Compilation Editor. After an Article has been Compiled it should be Checked off in the Data Sheet in Blue Pencil.

H. INDEXING**1. Necessity of Accuracy in Making Indexes**

Without a Comprehensive and Accurate Index a Catalog loses much of its value to the User, and for that reason the Index should contain numerous cross references and all the names under which an article may be sought should be included and the Index made up with the greatest possible care. A specimen of an Index Page is shown on Page 21.

2. Card Writing the Index

The Index of a Catalog is not prepared until all the Copy has been Compiled, set in Type and O. K.'d by the Customer. The Index is prepared by writing out on 3x5" Cards the Page Number, Name, Group Name, Class Name, Trade Name (or in any other manner of Cross Indexing that the customer may require) of Every Article Listed on a Page in the Catalog. These Cards are then assorted into their alphabetical order. The Index should be Strictly Alphabetical in Arrangement. Proper Names of Manufacturers should not ordinarily be Indexed except where such Manufacturer's Name has become the Trade Name of the article.

3. Keeping Index Cards in Numerical Order of Pages

As the Index Cards are written they should be turned face downwards in piles and all of the Cards indexing each page kept together with a rubber band. These groups of Index Cards should then be placed in the Numerical Order of the Pages.

4. Checking Index Cards

When the Card Indexing of the Catalog Pages has been completed such Cards are to be checked back carefully and any superfluous cards discarded and Errors in Page Numbers, Spelling, Names, etc., Corrected or Additional Cards Added where the article while appearing under one name may be generally known to the Trade under another name.

5. Alphabetical Arrangement of Index Cards

After the Card Indexing of the entire Catalog is finally completed all of the Cards are to be arranged in their Intrinsic Alphabetical Order and each Key Word underscored with a blue pencil and then placed in a Card Index File provided with a 200 sub-division alphabetical Index. If the index consists of but few pages use a straight alphabetical 24 Letter Index. The Key Words having been established these should be checked relative to one another to see that the key words are in alphabetical order and then followed by the subordinate group of words relating to the key word in their proper alphabetical sequence.

6. Key Words of Index

Key Words should be set in Bold Face Type, Arranged Alphabetically relative to one another. The Subordinate or Non-Key Words Relating to the Key Word are Arranged Alphabetically and set in Light Face Type under such Key Word. The Page Number on which the article is cataloged is placed opposite each item given in the Index and set in Bold Face Figures.

7. Underscoring Key Words

When all of the Index Cards have been Arranged Alphabetically and Checked and the Key Words properly underscored for setting in Bold Face Type, they are to be sent to the Composition Department to be set in Type. Proofs of the Index are to be corrected in galley form and not made up into pages until O. K.'d by the Chief Compiler.

8. Two and Three Column Indexes

Catalogs 30x49 Picas Type Size are to have the Index set in 8 Point, Two Columns to a Page; and in Catalogs 43x60 Picas Type Size the Index is to be set in 8 Point, Three Columns to a Page.

9. Cut-In Indexes

Trade Catalogs should have Cut-In Indexes where the Index Pages equal 16 or more Pages. The Cut-In Index consists of printing on the Fore Edge Margin of each Index Page the Alphabetical Index Letters appearing on such page, the Marginal printing being so spaced vertically that portions of the margins may be cut away that the other pages beneath are disclosed.

I. REFERENCE BOOKS FOR USE IN COMPILATION

There is maintained for the use of Compilers a Library of Reference Books that the Compiler is to use diligently in securing Accurate Information when in doubt about the spelling of words, unusual abbreviations, and technical information of such a nature as may be derived from Technical Books of Reference. It is insisted that such books must be handled with care, they are not to be marked, soiled, cut, or pages torn from them. Employees mutilating Reference Books will be required to pay for new copies.

J. TYPOGRAPHY

All Trade Catalogs that we compile are set in type the same as shown on our Type Style Sheet. The Compiler is to familiarize himself with this Type Style Sheet and know how each Type Face and Size is to be used. Carefully read "The Instructions to the Composition Department."

The Underscoring of Words on Copy in Red Ink and indicating by Number as shown on the Type Style Sheet how the copy is to be set, is to be done by the Compilation Sheet Editor.

K. THE TYPE STYLE SHEET (See Page 22)**L. PROOF MARKS (See Page 23)**

INDEX

A

	Page
"A" Tents	273
Absolute Lock Nuts	117
Absorbers—Shock	325, 326
Accelerators—Foot	327
Acetylene Lanterns	228, 273
Acetylene Gas Lamps	228, 273
Acid Hose	147
Acid Measures	191
Adapters, Disc	325
Adjustable Elbows	195
Adjustable Levels	16 to 19
Adjustable Planes	11 to 13
	15 to 18
Adjustable Socket Wrenches	330
Adjustable Tool Racks	35
Adjustable Ventilators	68
Adjustable Window Screens	140
Adjustable Wrench Jaws	28
Adjustable Wrenches	28, 29, 32
Adjustable "S" Wrenches	29
Adjusters—	
Carburetors	327
Casement	657, 658
Chain—Bicycle	316
Cord	78
Valve Stem	327
Adjustment and Care of Lawn Mowers	36
Adze Handles	34, 35
Adzes—	
Carpenters'	36
Coopers', Handled	115
Railroad	37
Ship Carpenters'	37
Aeroplanes, Toy	305, 306
Agitators—Spray	146
Agricultural Wrenches	28
Air Cocks	89, 327
Air Drill Hose	147
Air Gauges	322
Air Hose—Rubber	147
Air Rifle Darts	262
Air Rifle Shot	267
Air Rifles	262, 263
Air Tanks—Galvanized	322
Air Tight Heaters	162 to 165
Air Valves	322
Alarm Bells—Fire	133
Alarm Clocks	213 to 215
Alarm Tills	136
Alarm Whistles	655, 770
Alcohol Sad Irons	133
Alcohol Stoves	171 to 174
Alfalfa Forks	30, 31
Alphabets—Steel	143
Aluminum Covers	186
Aluminum Drinking Cups	185, 186
Aluminum Enamel	151
Aluminum Numbers	143
Aluminum Paint	150
Aluminum Plumbs and Levels	63
Aluminum Ware—	
Cast	187, 188
Stamped	184 to 186
Wear-Ever	188 to 190
Wear-Ever Hotel	191 to 194

A

	Page
Ammeters	325
Ammunition Cases	270
Anchor Rod and Turnbuckle	192
Anchors—	
Building	67
Decoy	267
Screw	116
Wall	67
Andirons	160 to 166
Angel Cake Food Pans—	
Tin, Stamped	181
Angle Cap	195
Angle Dividers	15
Angle Track, Double	192
Angular Borers	10
Animal Pokes	124
Annealed Wire	143
Annunciator Wire	772
Annunciators	772
Anti-Cow Kickers	123
Anti-Rattle Door	332
Anti-Rattlers	113, 114
Anti-Scorch Plates	172
Anti-Splashers	137
Anvils—	
Blacksmiths'	306
Plow	305
Anvils and Vises—Combined	283
Apple Corers	181
Apple Parers	127
Aprons—	
Blacksmiths'	154
Carpenters'	154
Dairymen's	192
Mechanics'	154
Rubber	192
Storm	112
Architects' Levels	164, 165
Architects' Rules	168
Armored Garage Hose	322
Arms—	
Cross	788
Extension, Electric	221
Saw Frame	230
Towel	138
Arresters—Lightning	761
Artificial Snow	308
Asbestos Copper Gasket Assortments	331
Asbestos Mill Board	148
Asbestos Packing	148
Asbestos Sheathing	148
Asbestos Starting Rings	171
Asbestos Stove Mats	172
Ash Cans	180
Ash Pit Doors	193
Ash Scoops	160
Ash Sifters	160
Association Foot Balls	301, 302
Assortments—	
Aluminum Ware—Stamped	186
Automobile Accessory	336
Automobile Bulb	323
Automobile Goggle	335
Bicycle Bell	315
Buggy Whip	107, 108

H 20

TYPE STYLE SHEET

For Trade Catalogs Made by the Catalog Department.

TYPE FACES AND SIZES—MONOTYPE COMPOSITION.

Running Heads to be such Type Face as customer may select and set between Rule No. 6—4481RL.

- No. 1 ALL HEADLINES INDICATING AN ARTICLE OR A CLASS OR GROUP OF ARTICLES—SET IN 186J—12 POINT CAPS**
- No. 2 ALL CAPTIONS SUCH AS MANUFACTURERS' AND JOBBERS' BRAND NAMES AND IMPORTANT SUB-DIVISIONS OF HEADLINES, AND THE WORD NO. OR NUMBER IN THE LISTING—SET IN 186J—8 POINT BOLD FACE CAPS**
- No. 3 ALL DESIGNATIONS SUCH AS THE SPECIFIC NAMES OF AN ARTICLE OR SHAPES, PATTERNS, SPECIAL FINISHES, USES, ETC.—SET IN 157E—8 POINT CAPS—LIGHT FACE**
- No. 4 All Legends under Illustrations, such as Numbers, Descriptive Names; or Repetitions of Designations and Underscored Words in the Sales Description or Technical Information; and such Words in the Listing as Each, Per Dozen, Market, Finish, Packed, etc., and "Manufacturers List Prices, Prices Quoted on Request"—set in 186J—8 Point Bold Face Upper and Lower Case**
- No. 5 All Sales Descriptions, Technical Information, Listings, and Footnotes with Symbols ® and *—set in 157E—8 Point Light Face Upper and Lower Case**
- No. 6 Page Numbers—set in 186J—12 Point Figures 1234567890**
- No. 7 All Numbers or Sizes of Articles and Jobbers Discount Prices—set in 8F 81J—8 Point Bold Face Figures as 1234567890**
- No. 8 Fractions used with 8F-81J—set in 8 Point Bold Face No. 81— $\frac{1}{2}$ $\frac{1}{3}$ $\frac{1}{4}$ $\frac{1}{8}$ $\frac{1}{16}$ or 8WJ-71—Piece Fractions $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$**
- No. 9 All Figures Indicating Sizes, Weights and Measures in Listings, and Manufacturers' List Prices and all Tabular Matter, unless otherwise specified on Compilation Sheet—set in 157E—8 Point Light Face Figures as 1234567890**
- No. 10 Fractions used with 157E—set in 8 Point Light Face No. 50— $\frac{1}{2}$ $\frac{1}{8}$ $\frac{1}{4}$ $\frac{1}{16}$ $\frac{1}{32}$ $\frac{1}{64}$**
- No. 11 No Matter to be set in 157E—6 Point Light Face Upper and Lower Case unless indicated on Compilation Sheet. In the Lower Corner of each Type Page next to binding edge place Rack Number—set in 6 Point No. 157E Light Face Type 1234567890**
- No. 12 No Matter to be set in 186J—6 Point Bold Face Upper and Lower Case unless indicated on Compilation Sheet**

PROOF MARKS

Marginal Mark	Corresponding Mark in Proof	Meaning
<i>the</i> ^	Every man has in him ^ possibility	<i>insert</i>
9	Every man has in him the possibility	<i>invert</i>
8	Every man has in him the 8 possibility	<i>take out</i>
⌒	Every man has in him the poss ⌒ ibility	<i>close up</i>
l.c.	Every Man has in him the possibility	<i>lower case letter</i>
w.f.	Every man has in him w.f. the possibility	<i>wrong font letter</i>
tr	Every man has in him <u>possibility</u> the	<i>transpose</i>
stet	Every man has in him the possibility	<i>let stand</i>
□	Every man has in him the possibility	<i>indent em quad</i>
#	Every man has in him the # possibility	<i>space</i>
∨^	Every man [∨] has in [∨] him [∨] the [∨] possibility	<i>even spacing</i>
↓	Every man ↓ has in him the possibility	<i>push down space</i>
¶	purpose. ^ Every man has in him the	<i>make paragraph</i>
⌊	⌊ Every man has in him the possibility	<i>move over</i>
(y?)	Every man has in him the possibilities (y?)	<i>query to author</i>
x	Every man has in him the possibility	<i>broken letter</i>
⊙	Every man has in him the possibility ⊙	<i>period</i>
∨	Every man's possibility lies within him	<i>apostrophe</i>
∨ ∨	Every man has in him the possibility ∨ ∨	<i>quotation marks</i>
-/	Some men side / track possibility	<i>hyphen</i>
cap	Every <u>man</u> has in him the possibility	<i>capitals</i>
sm.c.	Every <u>man</u> has in him the possibility	<i>small capitals</i>
rom.	Every <u>man</u> has in him the possibility	<i>put in roman</i>
ital	Every man has in <u>him</u> the possibility	<i>put in italic</i>
b.f.	Every man has in him the <u>possibility</u>	<i>bold-face</i>

Corrections in Proof Sheets are to be marked with symbols as shown on this page.

CDS-5-17-1934

COMPILATION SHEET

CATALOG DEPARTMENT



WYNKOOP HALLENBECK CRAWFORD CO.
NEW YORK



COMPILATION FOLIO NUMBER	JOB	DATE COMPILED	DATA SHEET NUMBER	ELECTROTYPES	COMPILER	CUSTOMER'S O.K.	EDITOR'S O.K.	CATALOG PAGE NUMBER
432	W. E. PRUDER HOWE CO. TICKET NO. 60-50,493	4/11/17 STOCK PAGE	421	Received INFORMATION Received	Goodsmith	W. Wilson	W. E. D.	434

Please write legibly any additions or corrections you wish made on this page. This page has been carefully compiled, checked, and edited, and corresponds with above mentioned data sheets. O.K. may be used if correct and sign your initials in space for Customer's O.K. Should you make alterations or additions mark same "O.K. as Corrected," and sign your initials in space for Customer's O.K. After this copy has been marked O.K. and set in type any changes then made will be charged for.

All corrections in Description, Number, Price, Weight, Dimensions, etc., should be made on this page.

When an item is cancelled and a new one substituted, write new data on Yellow Data Sheet and attach to this compiled page and if the new item will properly fit in space of old one without necessitating entire rearrangement of page, it will be done without cost.

Should a new item be added to this page it will necessitate recompiling the page and charging for the recompilation.

Please note that if Prices on items are missing on this compiled page to insert the same.

All Words . . . Figures underlined in Red Ink will be set in Bold Face Type

Please do not put any annotations in columns marked check.

CHECK

CHECK

CAP SCREWS

SQUARE HEAD

Fig. No. 100

HEXAGON HEAD

Fig. No. 101

Manufacture Standard Adopted April 1, 1905

PER HUNDRED

Standard of Head Square	1/8"	7/16"	1/2"	9/16"	5/8"	3/4"	7/8"	1"	1 1/8"	1 1/4"	1 3/8"	1 1/2"	1 5/8"	1 3/4"	1 7/8"	2"	2 1/8"	2 1/4"	2 3/8"
Standard of Head Hexagon	7/16"	1/2"	9/16"	5/8"	3/4"	7/8"	1"	1 1/8"	1 1/4"	1 3/8"	1 1/2"	1 5/8"	1 3/4"	1 7/8"	2"	2 1/8"	2 1/4"	2 3/8"	2 1/2"
Standard of Head Round	1/4"	5/16"	3/8"	7/8"	1/2"	9/16"	5/8"	3/4"	7/8"	1"	1 1/8"	1 1/4"	1 3/8"	1 1/2"	1 5/8"	1 3/4"	1 7/8"	2"	2 1/8"
1/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
7/16"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
1/2"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
9/16"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
5/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
3/4"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
7/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
1"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
1 1/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
1 1/4"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
1 3/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
1 1/2"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
1 5/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
1 3/4"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
1 7/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
2"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
2 1/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
2 1/4"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
2 3/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
2 1/2"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
2 5/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
2 3/4"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
2 7/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
3"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
3 1/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
3 1/4"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
3 3/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
3 1/2"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
3 5/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
3 3/4"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
3 7/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
4"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
4 1/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
4 1/4"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
4 3/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
4 1/2"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
4 5/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
4 3/4"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
4 7/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
5"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
5 1/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
5 1/4"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
5 3/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
5 1/2"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
5 5/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
5 3/4"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
5 7/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
6"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
6 1/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
6 1/4"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
6 3/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
6 1/2"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
6 5/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
6 3/4"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
6 7/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
7"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
7 1/8"	3.15	3.40	3.90	4.70	5.80	7.10	8.70	10.50	12.50	14.70	17.10	19.70	22.50	25.50	28.70	32.10	35.70	39.50	43.50
7 1/4"	3.15	3.40	3.90	4.70	5.80	7.10	8.70												

CAP SCREWS

SQUARE HEAD

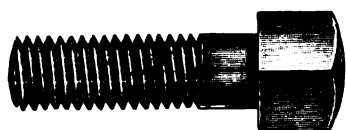


Fig. 100

HEXAGON HEAD

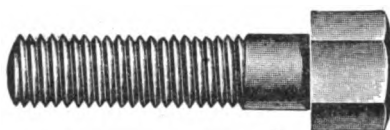


Fig. 101

Manufacturers, Standard List, Adopted April 1, 1905

PER HUNDRED

Diameter of Head, Square		3/8	7/16	1/2	9/16	5/8	11/16	3/4	7/8	1 1/8	1 1/4	1 3/8	1 1/2
Diameter of Head, Hexagon		7/16	1/2	9/16	5/8	3/4	13/16	7/8	1	1 1/8	1 1/4	1 3/8	1 1/2
Diameter of Screw, Inches		1/4	5/16	3/8	7/16	1/2	9/16	5/8	3/4	7/8	1	1 1/8	1 1/4
Length Under Head to Extreme Point, Inches	3/4	\$3.00	\$3.25	\$3.75	\$4.50	\$5.70
	7/8	3.15	3.40	3.90	4.70	5.80
	1	3.25	3.50	4.00	4.90	5.90	\$9.25	\$9.25
	1 1/4	3.50	3.75	4.25	5.30	6.50	9.50	9.50	\$12.50
	1 1/2	3.75	4.00	4.50	5.70	7.10	10.00	10.00	13.50	\$18.40
	1 3/4	4.00	4.25	4.85	6.10	7.70	10.75	10.75	14.50	19.70	\$22.75
	2	4.25	4.85	5.20	6.50	8.30	11.50	11.50	15.50	21.00	25.00	\$34.00	\$38.50
	2 1/4	4.70	5.35	5.55	7.15	8.90	12.60	12.60	16.50	22.40	27.25	36.75	42.00
	2 1/2	5.25	5.80	6.00	7.50	9.50	13.60	13.60	17.50	23.70	29.50	39.50	45.50
	2 3/4	5.75	6.30	6.65	7.90	10.10	14.40	14.40	19.00	25.00	31.75	42.25	49.00
	3	6.25	6.80	7.20	8.40	10.70	15.20	15.20	20.60	26.40	34.00	45.00	52.50
	3 1/4	9.15	11.50	16.00	16.00	22.10	28.20	36.25	47.75	56.00
	3 1/2	9.75	12.30	17.30	17.30	23.70	30.00	38.50	50.50	59.50
	3 3/4	10.50	13.10	18.60	18.60	25.30	31.80	40.75	53.25	63.00
	4	11.10	13.90	19.90	19.90	26.90	33.60	43.00	56.00	66.50
	4 1/4	21.20	28.50	35.40	45.25	58.75	70.00
	4 1/2	22.50	30.10	37.20	47.50	61.50	73.50
	4 3/4	31.70	39.00	49.75	64.25	77.00
	5	40.80	52.00	67.00	80.50
Threads to Inch.....		20	18	16	14	13 or 12	12	11	10	9	8	7	7
Add for Each 1/4 Inch.....		\$0.40	.50	.60	.70	.80	1.30	1.30	1.60	1.80	2.25	2.75	3.50

Type Page, Actual Size, Mill Supply Catalog. Type Size 30x49 Picas.

M 500

COMPILATION SHEET

CATALOG DEPARTMENT

WYNKÖÖP HALLENBECK CRAWFORD CO.
NEW YORK

COMPILED FOLIO NUMBER	JOB	DATE COMPILED	DATA SHEET NUMBER	ELECTROTYPES	COMPILER	CUSTOMER'S O.K.	EDITOR'S O.K.	CATALOG PAGE NUMBER
234	105-1000 105-1000 105-1000	3/28/17 STOCK PAGE R. No. 123	217	Received INFORMATION Wanted for	B. H. Chace	H. Johnson	R. J. J.	246

CEILING FANS

TUERK
ALTERNATING CURRENT

PLAIN TYPE

Equipped with a Slow Speed Induction Motor for use with Four Blades; Blades are permanently Fixed at a Correct Angle to Revolving Rotar; Wired for Electrolier Attachment of 2 or 4 Lights.

Basswood Blades, Mahogany Finish, Supplied with 2-Speed Regulating Switch; Ceiling Hook, Canopy and Insulated Hanger; 100 to 120 Volts; 225 Revolutions per Minute.

No Stem furnished, usually use 3/4-Inch Enameled Iron Conduit or Oxidized Iron Pipe.

FOUR BLADES 52-INCH SWEEP

FOUR BLADES 1/2-INCH SWELL			
LIST NO.	L1000	L1001	
Voltage.....	110	220	
Cycles.....	60	60	
Watts High Speed.....	140	140	
Weight Each, Lbs.....	77	77	
Each.....	\$50.00	52.00	
LIST NO.	L1002	L1003	L1004
Voltage.....	110	120	115
Cycles.....	25	40	50
Watts High Speed....	140	140	140
Weight Each, Lbs....	77	77	77
Each.....	\$51.00	51.00	50.00

TWO BLADES 56-INCH SWEEP

LIST NO.	L1005	L1006	
Voltage.....	110	220	
Cycles.....	60	60	
Watts High Speed.....	140	140	
Weight Each, Lbs.....	77	77	
Each.....	\$50.00	52.00	
LIST NO.	L1007	L1008	L1009
Voltage.....	110	120	115
Cycles.....	25	40	50
Watts High Speed.....	140	140	140
Weight Each, Lbs.....	77	77	77
Each.....	\$51.00	51.00	50.00

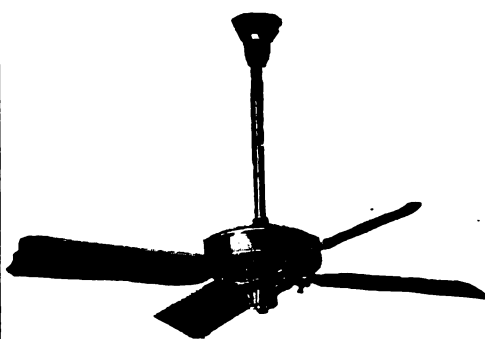
When Ordering Specify Japanned or Oxidized Copper Finish

ELECTROLIER ATTACHMENTS

NO. OF LIGHTS	2	4
With Socket and Shade Holders..	\$7.44	13.20
Without Socket or Shade Holders.	4.80	7.20

M 7

CEILING FANS

TUERK
ALTERNATING CURRENT

ADJUSTABLE TYPE

Equipped with a Slow Speed Induction Motor for use with 2 or 4 Blades; Blades are Adjustable to any Desired Angle; Mahogany Finish Basswood Blades; Wired for Electrolier Attachment of 2 or 4 Lights. Supplied with 2 Speed Regulating Switch; Ceiling Hook, Canopy and Insulated Hanger; 100 to 125 Volts; 225 Revolutions per Minute.

No Stem furnished, usually use 3/4-Inch Enameled Iron Conduit or Oxidized Iron Pipe.

FOUR BLADES 52-INCH SWEEP

LIST NO.	L1010	L1011	
Voltage.....	110	220	
Cycles.....	60	60	
Watts High Speed.....	140	140	
Weight Each, Lbs.....	77	77	
Each.....	\$56.00	58.00	
LIST NO.	L1012	L1013	L1014
Voltage.....	110	120	115
Cycles.....	25	40	50
Watts High Speed.....	140	140	140
Weight Each, Lbs.....	77	77	77
Each.....	\$57.00	57.00	56.00

TWO BLADES 56-INCH SWEEP

NO. LEADS 33-INCH SWEE			
LIST NO.	L1015	L1016	
Voltage.....	110	220	
Cycles.....	60	60	
Watts High Speed.....	140	140	
Weight Each, Lbs.....	77	77	
Each.....	\$56.00	58.00	
LIST NO.	L1017	L1018	L1019
Voltage.....	110	120	115
Cycles.....	25	40	50
Watts High Speed....	140	140	140
Weight Each, Lbs....	77	77	77
Each.....	\$57.00	57.00	56.00

When Ordering Specify Japanned or Oxidized Copper Finish

ELECTROLIER ATTACHMENTS

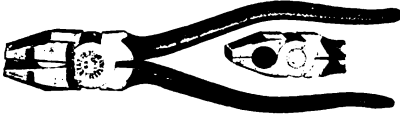
NO. OF LIGHTS	2	4
With Socket and Shade Holders..	\$7.44	13.20
Without Socket or Shade Holders.	4.80	7.20

Type Page Actual Size, Electrical Supply Catalog. Type Size 30 x 49 Picas

WYNKOOP HALLENBECK CRAWFORD COMPANY

PLIERS

UTICA

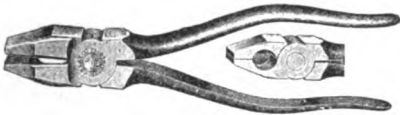


NO. 50—SIDE CUTTING

Slip Joint; Forged from Highest Grade Tool Steel; Oil Tempered; Milled Faced Jaws; Heavy Rivet Joints; Raised Side Cutter; Round Opening. Full Polished Head; Checkered Blued Finish Handles.

Length, Inches.....	4	5	6	7	8
Weight per Dozen, Lbs.....	2	3¼	6¼	7¾	10¾
Per Dozen.....	\$9.35	10.00	10.90	13.10	14.80

One-Twelfth Dozen in a Box; Half Dozen in a Carton



NO. 1050—SIDE CUTTING

Slip Joint; Forged from Highest Grade Tool Steel; Oil Tempered; Milled Faced Jaws; Heavy Rivet Joint; Raised Side Cutter; Round Opening. Full Polished Head; Gun Metal Finish Smooth Handles.

Length, Inches.....	4	5	6	7	8
Weight per Dozen, Lbs.....	2	3¼	6¼	7¾	10¾
Per Dozen.....	\$8.45	7.80	9.60	11.10	13.35

One-Twelfth Dozen in a Box; Half Dozen in a Carton



NO. 350—SIDE CUTTING AND SPLICER

Slip Joint; Forged from Highest Grade Tool Steel; Oil Tempered; Milled Faced Jaws; Heavy Rivet Joint; Raised Side Cutter; Round Opening; Splicing Clamp Attached. Full Polished Head; Blued Finish Smooth Handles.

Length, Inches.....	6	7	8
Weight per Dozen, Lbs.....	6¼	7¾	10¾
Per Dozen.....	\$11.55	14.20	16.20

One-Twelfth Dozen in a Box; Half Dozen in a Carton



SIDE AND TOP CUTTING

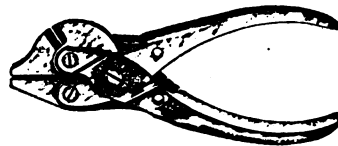
Slip Joint; Combined Flat Nose, Gas, Wire Cutting; Side Cutting and Electricians' Pliers, with Tire-Iron and Screwdriver Handles; Forged from High Grade Tool Steel; Milled Faced Jaws; Heavy Rivet Joint. Full Polished Head; Blued Finish Checkered Handles.

Length, Inches.....	7
Weight per Dozen, Lbs.....	8½
Per Dozen.....	\$13.80

One-Twelfth Dozen in a Box; Half Dozen in a Carton

PLIERS

BERNARD



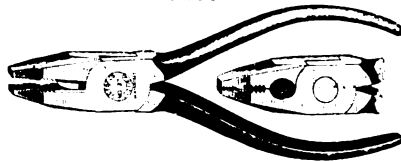
CUTTING

Forged from Crucible Cast Steel; Open Throat Parallel Jaws. Heavy Stamped Steel, Closed in Handles, Riveted to Jaws; Tempered and Honed Top Cutter; Rivet Joint; Knurled Grips. Nickel Plated and Polished.

NOS.....	1024½	1025½	1026½	1028
Length, Inches.....	4½	5½	6½	8
Weight per Dozen, Lbs.....	3	5	6½	12½
Per Dozen.....	\$17.75	22.20	28.65	35.50

Half Dozen in a Box

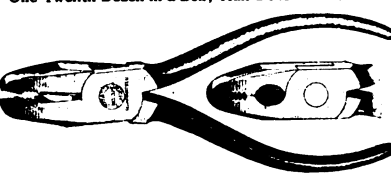
UTICA



FLAT NOSE AND BURNER

Slip Joint; Forged Tool Steel; Oil Tempered; Milled Faced Jaws; Heavy Rivet Joint; Raised Side Cutter, Round Opening. Full Polished Head; Blued Finish Handles.

Length, Inches.....	5½
Weight per Dozen, Lbs.....	¾
Per Dozen.....	\$10.35



NO. 325—ROUND END COMBINATION BURNER

Slip Joint; Forged Tool Steel; Oil Tempered; Milled Faced Jaws; Burner Grip; Heavy Rivet Joint; Raised Side Cutter; Round Opening. Full Polished Head; Blued Finish Handles.

Length, Inches.....	5	5½
Weight per Dozen, Lbs.....	3¾	3¾
Per Dozen.....	\$9.55	10.35

One-Twelfth Dozen in a Box; Half Dozen in a Carton



NO. 1300—GAS AND BURNER

Forged from Best Grade of Tool Steel; Milled Pipe Teeth; File Cut Jaw Faces; Riveted Joint. Polished Head and Jaws; Dark Blue Handles; Checkered, Giving a Firm Grip.

Length, Inches.....	8	10
Weight per Dozen, Lbs.....	9¾	15¼
Per Dozen.....	\$8.00	9.00

One-Twelfth Dozen in a Box; Half Dozen in a Carton

H 423

Type Page, Hardware Catalog

Zinc Etching Reduction—Actual Type Size 43 x 60 Picas

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**CATALOG
PAGE NUMBER**
246

All words or figures introduced in text that will be used in main text 19
 Please do not put any annotations in columns marked Check

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TAPE LINES
LUFKIN

CHALLENGE

Fine Russet Leather Case, with Extra Heavy Nickel Plated Brass Mountings and Handle; Nickel Plated Brass Ring and Roller Throat; Frost Coating (Non-reflecting); Fine Flexible Steel Tape; Etched Markings; $\frac{3}{8}$ -Inch Tape.

	Marked Feet, Ins. and 8ths			Marked Feet, 10ths and 100ths		
NOS.	260	263	265	263D	265D	266D
Length, Feet	25	50	75	50	75	100
Diameter Case, Inches	2 $\frac{3}{4}$	3 $\frac{3}{4}$	4 $\frac{1}{4}$	3 $\frac{1}{4}$	4 $\frac{1}{4}$	4 $\frac{1}{2}$
Weight per Doz., Lbs.	5 $\frac{1}{4}$	8	12	8	12	15
Per Dozen	\$39.00	48.00	63.00	48.00	63.00	81.00
Each	6.50	6.75	9.00	6.75	9.00	11.00

RELIABLE

Extra Fine Hard Russet Leather Case, Highly Finished; Heavy Nickel Plated Brass Mountings; Nickel Plated Brass Ring and Roller Throat; Frost Coated (Non-reflecting); Fine Steel Flexible Tape; Etched Markings; Handle is Opened by Pressing Button on Opposite Side; Can be Used with Gloves on.

$\frac{3}{8}$ -Inch Steel Tape, Marked Both Sides, Links and Poles on Back



	Marked Feet, Inches and 8ths.			Marked Feet, 10ths. and 100ths.		
NOS.	203	205	206	203D	205D	206D
Length, Feet	50	75	100	50	75	100
Diameter Case, Inches	3 $\frac{3}{4}$	4 $\frac{1}{4}$	4 $\frac{1}{2}$	3 $\frac{3}{4}$	4 $\frac{1}{4}$	4 $\frac{1}{2}$
Weight per Dozen, Lbs.	9	12	17	9	12	17
Per Dozen	\$86.40	124.80	153.60	86.40	124.80	153.60
Each	12.00	17.50	22.00	12.00	17.50	22.00



RIVAL

Nickel Plated Highly Polished Steel Case; Nickel Plated Brass Folding Handle, Trimmings and Ring; Frost Coated (Non-reflecting); Fine Steel Flexible Tape; Etched Markings. $\frac{3}{8}$ -Inch Tape, Marked One Side Only, Feet, Inches and 8ths.

	240	243	245	246
Length, Feet	25	50	75	100
Diameter Case, Inches	2 $\frac{3}{4}$	3 $\frac{3}{4}$	3 $\frac{3}{4}$	4 $\frac{1}{4}$
Weight per Dozen, Lbs.	6	9 $\frac{1}{2}$	12	15
Per Dozen	\$33.00	40.80	54.00	69.00
Each	4.75	5.75	8.00	9.75

RIVAL JUNIOR

Nickel Plated Highly Polished Steel Case; Nickel Plated Brass Folding Handle, Trimmings and Ring; Frost Coated (Non-reflecting); Fine Steel Flexible Tape; Etched Markings.

$\frac{1}{4}$ -Inch Tape, Marked One Side Only, Feet, Inches and 16ths.

	1240	1243	1245	1246
Length, Feet	25	50	75	100
Diameter Case, Inches	2 $\frac{3}{4}$	3 $\frac{3}{4}$	3 $\frac{3}{4}$	3 $\frac{3}{4}$
Weight per Dozen, Lbs.	3	4 $\frac{1}{2}$	5 $\frac{1}{2}$	6
Per Dozen	\$30.00	36.00	48.00	60.00
Each	4.25	5.00	6.75	8.40

All Above One in a Box

All Goods Marked Thus Ⓢ Are Not Carried in Stock, and Can Only be Furnished by Shipping Direct from Factory.

TAPE LINES
LUFKIN

UNIVERSAL

Metallic Case, Cream Enamelled Side Brass Bound; Brass Folding Handle; Brass Ring and Trimmings. $\frac{1}{4}$ -Inch Waterproof Coated Cotton Tape, Marked on One Side Only, Feet, Inches and Half Inch.

	710	712	713	714	715	716
Length, Feet	25	40	50	66	75	100
Diameter Case, Inches	2 $\frac{1}{2}$	3 $\frac{1}{4}$	4	5	5 $\frac{1}{2}$	6 $\frac{3}{4}$
Weight per Dozen, Lbs.	3	4	4 $\frac{1}{2}$	5 $\frac{1}{2}$	6	7
Per Dozen	\$3.75	4.50	5.00	6.00	7.50	9.00
	5.00	6.00	6.75	8.50	10.00	12.00

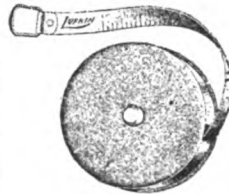
Half Dozen in a Box

POCKET TAPES

MARVEL

Nickel Plated Brass Case; Spring Wind and Center Stop; $\frac{1}{4}$ -Inch Steel Tape, Marked in Inches, Graduated in 16ths.

Per Dozen
NO. 3145—Length of Tape 60 Inches; Weight per Dozen, 1 Lb. \$6.00 \$9.00
NO. 3146—Length of Tape 72 Inches; Weight per Dozen, 1 Lb. \$7.00 11.00
Half Dozen in a Box



MARVEL

Nickel Plated Steel Case; Spring Wind and Center Stop; $\frac{1}{4}$ -Inch Steel Tape, Marked in Inches, Graduated in 16ths.

Per Dozen
NO. 3143—Length of Tape 36 Ins.; Weight per Dozen, $\frac{3}{8}$ Lb. \$4.50
One Dozen in a Display Box



UNIVERSAL

Nickeloid Case; Spring Wind and Center Stop; Good Quality Painted Tape. $\frac{1}{4}$ -Inch Cotton Tape, Marked in Inches and 8ths.

Per Dozen
NO. 165—Length of Tape 60 Inches; Weight per Dozen, 1 Lb. \$1.70
One Dozen in a Display Box



Type Page, Hardware Catalog

Zinc Etching Reduction—Actual Type Size 43 x 60 Picas

EXPLANATORY ANALYSIS OF UNIT COMPILATION

A. THE TEN UNIT LAYOUTS

The Unit Style of Catalog Compilation requires that in every instance where practical the Article should be Illustrated and that such Illustration with its accompanying Text Matter be Treated as a Unit and Arranged according to either Unit Layouts, Numbers 2, 3, 4, 5, 6 or 8. The most practical Unit Layout for the purpose to be selected by the Compiler. Specimens of Ten Unit Layouts are illustrated and described on Pages 39 to 48, only Six of which it is permissible for the Compiler to use. The Ten Unit Layouts are as follows:

- | | |
|-----------------------------|---|
| *No. 1. Overset | No. 6. Sideset & Underset |
| No. 2. Underset | *No. 7. Double Sideset |
| No. 3. Sideset | No. 8. Overset, Sideset and Underset |
| No. 4. Overset and Underset | *No. 9. Double Sideset and Underset |
| No. 5. Overset and Sideset | *No. 10. Overset, Double Sideset and Underset |

*No Copy is to be compiled or Set in Type in this Style.

B. THE TWELVE ELEMENTS

The Compiled Page Cataloging one or more articles, each article Cataloged being Treated as a Unit should consist of part or all of the following Elements:

- | | |
|-------------------------|----------------------------------|
| No. 1. The Running Head | No. 7. The Illustration |
| No. 2. The Page Number | No. 8. The Sales Description |
| No. 3. The Headline | No. 9. The Technical Information |
| No. 4. The Caption | No. 10. The Listing |
| No. 5. The Designation | No. 11. The Footnote or Headnote |
| No. 6. The Legend | No. 12. The Type Rack Number |

C. THE RUNNING HEAD

When the Compiled Page is set in type the Compositor places at the top of the page, a Running Head consisting of the Name and Address of the Jobber. The Compiler is to allow Three Lines at the top of the Compilation Sheet for such Running Heads; it is not necessary that such Running Head be written out on the Compilation Sheet by the Compiler.

D. THE PAGE NUMBER

The Compiler writes on the Compiled Sheet the Compilation Folio Number such as A1, A2, etc., which shows the Section to which the Compiled Page belongs and its Numerical Order. Care should be taken by the Compiler not to duplicate Compilation Folio Numbers as such errors cause serious trouble in the final paging of the copy for printing. The Compilation Folio Number appears on the Type Proofs, but when all the Pages of the Catalog are in type and ready to print the Chief Compiler Numbers the Pages in their Proper Numerical Order as they are to appear in the Printed Catalog and such Final Page Numbers then appear in the lock-up proofs. In Paging a Catalog the Odd Numbers are placed on the Right Hand Side in the Upper Corner and the Even Numbers on the Left Hand Side in the Upper Corner, on the same line with the Running Head.

E. THE HEADLINE

1. Definition

The Purpose of the Headline is to Describe under a General Name, a Class or Group of Articles that are Identical or of a Kindred Nature.

2. Use of Headlines

Careful attention and judgment should be given to the selection of Comprehensive Headlines, and they should consist of the fewest possible words. In most cases the Headline should be a Generic Description of the Articles, but the Specific Name of the Article as a Headline may also be used. Where one or more Units are placed in a Column or on a Page and each article described belongs to the same Classification or Group, use but one Headline to Cover all the Units. Where a Compiled Page is built on a Column Basis and all the Units take the same Headline the Headline is to be Repeated Over Each Column. Where a Compiled Page is built on a Page Basis and consists of But One Article described in either a Unit or a Tabular Arrangement the Headline should then be placed in the Center of the Page. Avoid when possible the Division of Words in Headlines.

F. THE CAPTION

1. Important Sub-division of Headlines

The Important Sub-divisions of a Group or Class of Articles listed under one Headline are to be arranged under Captions. Such Captions are to be placed over the center of the Unit.

2. Manufacturer's and Jobber's Brand Names

As a rule Captions indicate the Name or Brand Names of the Manufacturer of the Article or the Jobbers Brand Names. Where the Caption indicates a Manufacturers Brand Name it should be set in Number 3 Type Face, and if the Jobber's Brand Name it should be set in Number 2 Type Face as shown on the Type Style Sheet.

G. THE DESIGNATION

1. Subject Headings

The Designation is used as the Subject Heading for the Sales Description, the Technical Information or the Listing. It is placed over the Sales Description, Technical Information or the Listing as the case may be and set in Number 3 Type Face as shown on the Type Style Sheet.

2. Used as the Specific Name, Finish, Pattern, Etc. of an Article

In some cases, however, the designation may be used to indicate the Finish, Pattern, Shape, Model, Type, Kind, Style or Use of the Article Illustrated and Described.

H. THE LEGEND

1. Used Under Illustrations

The Legend is always placed immediately Under the Illustration.

2. Figure Number of Illustration

The use of a Figure Number as the Legend under an Illustration is to apply exclusively to Mill and Plumbing Supply Catalogs. This is done to aid the Buyer, when ordering, to specifically designate the article he wants by the Figure Number under the Illustration.

3. Specific Trade Number of Article Illustrated

The Legend is also used where the Illustration shows specifically but one of the several Manufacturer's or Jobber's Trade Numbers, Sizes or Kinds listed.

4. Repetition of Designation

In some cases the Legend may also be a Repetition of the Designation, or used in place of the Designation, and thus indicate the Finish, Pattern, Shape, Model, Type, Style, Quality, Kind of Uses of the article Illustrated.

I. THE ILLUSTRATION

Pictures are used in Catalogs so that the intending buyer may form some definite idea about the article that he desires to purchase.

1. Kind of Engravings

a. Line Engravings.

The best Kind of Engravings to use in Trade Catalogs are Line Engravings, which are produced by an Etching Process from Line Drawings, and called Zinc Etchings, or when Engraved on a Block of Wood are known as Wood Cuts.

b. Halftones

It is practical also to use Halftone Engravings of 133 Line Screen and for showing fine details they are ordinarily superior to Line Engravings.

c. Electrotypes

Electrotypes are made by Electrotyping the Original Zinc Etching, Wood, or Halftone Engravings. A very considerable number of the Engravings used in Trade Catalogs are Electrotypes made from the Original Engravings.

2. Job Work on Engravings

a. Backgrounds and Vignetting

Engravings that are made with solid black or shaded Backgrounds or are Vignetted with lines or dots should not be used if Engravings without such Background or Vignetting can be procured from the Manufacturer or Jobber. Where no better Engraving is to be had the Background or Vignetting is to be removed leaving the Engraving Silhouetted in form.

b. Mortising Engravings

In some instances where it is necessary to crowd matter into a column or page, it is permissible to Mortise the Engraving, that is a part of the Engraving is cut into to make room to set the type matter around it or into the body of it.

c. Remounting and Anchoring Engravings

When Engravings have the Correct Size Printing Surface but are Mounted on Blocks too Large in Size they are to be sent to the Cut Jobbing Room and Remounted on Smaller Size Blocks or Anchored if necessary.

d. Trimmed Engravings

Engravings are occasionally received that, while too large in size, can be used if part of the Engraving is Trimmed Off. The Compiler should trim the proof of the Engraving to the proper size and paste it down in the space allotted to it on the Compilation Sheet and mark up an additional proof and attach it to the Compiled page.

3. Size of Engravings

That the Catalog may Illustrate a large number of articles and still be compact in size it is necessary that the Engravings from which the Illustrations are printed be Small and Approximately Uniform in Size. The Standard Size Engravings that we use are in every instance where it is practical to procure them of a Maximum of $2\frac{1}{4}$ inches in Width with the Height in Proportion for Catalogs that have a Type Size of $5 \times 8\frac{1}{4}$ inches; and a Maximum of $3\frac{1}{4}$ inches in width with height in proportion for use in Catalogs that have a Type Size of $7\frac{1}{8} \times 10$ inches. These Sizes are determined by the width of the columns of the Page. Catalogs with Type Pages $5 \times 8\frac{1}{4}$ inches have columns $2\frac{1}{2}$ inches wide; Type Pages $7\frac{1}{8} \times 10$ inches have columns $3\frac{1}{2}$ inches wide. The Engravings should be Narrower in Width than the Columns to allow sufficient space on each side that they may fit properly in the Type Page Forms. Engravings should be of Approximate Uniform Size where two articles of about the same dimensions and each requiring separate illustrations, descriptions and listing are to be shown in the same column or page.

4. Proofs of Engravings

When an Engraving is received from the Manufacturer a proof is taken and attached to its Data Sheet by the Data Sheet Editor for the Compiler to paste in position on Compiled Pages. In the event that the Engraving is too large for the space it is to occupy, the Compiler is to order pulled Three additional proofs of such Engraving and mark on one of these proofs the Size Engraving wanted, the Manufacturer's Name and Address, Compilation Folio No., and give the proofs to the Engraving Clerk who will write to the Manufacturer to send Proper Size Engravings or to permit us to make a Reduction of the Engraving to the Size required at the Manufacturer's expense.

5. Missing Engravings

When no Engraving has been received or a proof is not obtainable, a space is to be ruled on the Compilation Sheet in the position the Engraving is to occupy, and the Size the Engraving is to be should be written in this space. Where a Blank Space is Left for an Illustration the Information about the Engraving to be used is to be Written in such Space on the Compilation Sheets so as to avoid Confusion and Error later when laying out the Engravings for the Page; giving the Size of the Engraving, the Manufacturer's Name and Address, the Manufacturer's Catalog Page Number and the Date Ordered. The Compiler should consult the Engraving Clerk however before proceeding and

find out why the Engraving has not been received. If an Engraving has not previously been ordered the Compiler should make out an "Engraving Memorandum" giving the Manufacturer's Name and Address, the Name of the Article for which Engraving is Wanted and the Exact Size Engraving is to be, with the Compilation Folio Number if page has been Compiled, and the Compiler's Name should also be written thereon. These Memoranda written on Engraving Memorandum Form C 57 are then given to the Engraving Clerk who will proceed to order the Engravings. When one or more Engravings are missing on a completely compiled page but have been ordered the word "Ordered" should be written in the "Electrotype" space.

6. Layout of Illustrations

a. Page and Column Basis Layout

Before Proceeding with the Actual Compilation the Illustrations of the Articles to appear on the page should be Laid Out or Grouped in their Proper Positions, dependent on the Unit Layout or Style of Tabulation that the Compiler has selected for Cataloging Each Article. The Nature of the Articles to be Illustrated, Described and Listed, and the Unit Layout Arrangement or Style of Tabulation selected, and the Size and Shape of the Illustrations are the factors that will determine whether the Column or Page Basis is to be used. When pasting down proofs a $\frac{1}{8}$ inch margin should be left around the entire proof and the Description written outside this margin. When proof has been pasted on Compilation Sheet the drawer number in which the engraving is filed, which is indicated on the proof, should be written on the face of the pasted down Illustration. After the Page has been Compiled and all Proofs of Engravings have been pasted down a Red Check Mark is to be Placed in Space Marked "Electrotypes" at the top of the Compilation Sheet, to indicate that all Engravings on that page have been received and are filed in the Electrotypes Cabinets.

b. Shapes of Illustrations

There are but Two Ways of Placing an Illustration in a Unit Layout, and the Shape of the Illustration will in nearly all cases determine the Unit Layout to be Selected in Compiling the Item and the position it is to occupy in the Unit Layout being either Centered or Side Placed.

c. Centering Engravings

Illustrations that are More than Two-Thirds the Width of the Column as a rule should be Centered. Where the Illustration is from $2\frac{1}{4}$ to $3\frac{1}{4}$ inches Square or Rectangular in Shape, it should in most instances be Centered, or where an Illustration is $2\frac{1}{4}$ to $3\frac{1}{4}$ inches in Length and Narrow in Width and must be placed in a Horizontal position, it should be Centered as shown in Unit Layout numbers 2 and 4.

d. Side Placing Engravings

Illustrations that are Less than Two-Thirds the Width of the Column are to be Placed on One Side and descriptive matter written on the other side. Where Illustrations are Long and Narrow and it is necessary to Place them in a Vertical Position, or where the Illustration is Quite Small in Size and it is necessary to crowd a number of items in a column or page, it will be necessary to Side Place such Illustrations as shown in Unit Layout Numbers 3, 5, 6 and 8.

e. Staggering Engravings

Where it is necessary to Side Place all or some of the Illustrations in a column or page they should be Staggered, that is the Position of the Illustrations following each other should be Alternated. If one Illustration is placed on the Right Side of Column with description written on the Left Side the Following Illustration, if not Centered, should be placed on the Left Side with descriptive matter on the Right. This plan is to be carried out throughout the Catalog. However, this rule may be disregarded when in order to properly balance a page it is advisable not to follow this style.

J. THE SALES DESCRIPTION

1. Arrangement

The Sales Description should be Confined to the Space Under or be Placed to One Side of the Illustration to which it applies. In some instances where all the Items in a Column or Page take the same Description the Sales Description for all the Items should be Placed at the Top of the Column or Page under the Caption. The same applies where Two or More Items in a Column have the same Sales Description; in such an instance the Unit Layout No. 4 or 5 should be used.

2. Subject Matter

The Subject matter of the Sales Description should be limited to the General Qualities Merits and Uses of the Article.

3. Grammatical Style

a. Description by Phrases

Sales Descriptions and the Technical Information should be written in the Form of Short, Pithy Phrases and the use of Connectives of Speech Eliminated in every instance where practical. The Last word of a Paragraph or Phrase should not be divided and run over into the next line.

b. Capitalized Words

In order to Emphasize and give Typographical Variety to the Text Matter, the Nouns and Qualifying Words as well as all Emphatic or Important Words descriptive of the Qualities, Materials, Attributes, Uses, etc., of the Article should be Capitalized.

c. Compound Words

In Catalog Descriptions numerous Trade Words are compounded that do not conform with Dictionary Usage. Such Compound Words should only be used as custom has established for use in Trade Catalogs. All other Compound Words are to follow Dictionary Usage. Do not divide Compound Words except at the Compounding Hyphen in any but extreme cases.

d. Punctuation

Rule 1. **Insert a Comma** after each break of connection in a Phrase but not where the words are closely connected in a sense.

Rule 2. **A Semi-Colon** should be used after a Phrase when the break in sense is sharp and distinct.

Rule 3. **Use a Period** at the end of each Sentence or Group of Phrases. Use a Period after every Abbreviation.

Rule 4. **The Colon, Question Mark and Exclamation Point** are not used in Catalog Descriptions.

Rule 5. **The Dash** is used between Numbers and in the Analytic Style—to show sub-division in the description.

Rule 6. **Parentheses and Brackets** are to be rarely used and only then when reference is made to some previous portion of the description.

Rule 7. **The Apostrophe** should be used when a letter is omitted within or at the beginning of a word. An Apostrophe and an "s" show the singular possessive and an Apostrophe alone the plural possessive. Headlines should be so selected as not to show the Plural Possessive.

K. THE TECHNICAL INFORMATION

1. Subject Matter

The Subject Matter of the Technical Information should be confined to a Brief Description of the Material the Article is Made Of, its Construction, Method of Manufacture, Mechanical Details and Finish. The Technical Information should when it is required to use it in connection with a Sales Description follow the same as it is properly part of the General Descriptive text of the article listed.

2. Styles of Arrangement

a. Sequent Line

Ordinarily the Technical Information should be written out in the Sequent Line Arrangement as shown in the Specimen Unit Layout Number 6.

b. Analytic Style

Where an Article is quite complicated in its Construction and Mechanical Details it may prove more practical to arrange the Technical Information in the Analytic Style as shown in the Specimen Unit Layout Number 8.

L. THE LISTING

1. Importance of the List

The Listing Constitutes the Most Important Part of the Unit Elements in Cataloging an Article and on the Form and Arrangement of the Listing largely depends the Sales Efficiency of the Catalog. Particular attention is called to the necessity of accuracy in writing out the Listing Units and that all the Essential Information concerning Numbers, Sizes, Dimensions, Weights, Quantity, Price, Packing and Finish of an Article be included, omitting nothing that in any way will give the prospective buyer all the Information necessary to place his order with understanding concerning the article.

2. The Listing Units

a. The Number Unit

Careful consideration should be given by the Compiler to setting forth the Article to be Cataloged with an Identification Number. In nearly every instance the Articles Cataloged must be Numbered except in cases where Articles are Listed by Sizes instead of Numbers. The Data Sheets should show the Number to be used in Cataloging the Article. If the Article has a Number assigned to it by the Manufacturer such Number should be used unless the Jobber has specified on the Data Sheet what his Own Number for the Article is. Where no Number is given a Number should be used to preserve uniformity in the Listing. In such a case it is preferable to arbitrarily give the article a Number, first consulting with the Chief Compiler concerning the matter. The word "Number" should be abbreviated as "No." or "Nos." and set in No. 2 Type Face as shown on the Type Style Sheet.

b. The Size Unit

Many of the Articles listed in a Catalog are made in Various Sizes. All the Sizes to be Cataloged must show in the Listing. Where an Article is Listed only by Sizes and has no Trade Number the word Size is to be set in No. 2 Type Face as specified on the Type Style Sheet.

c. The Measure Unit

The Greater portion of the Articles Described in a catalog should always show in the Listing, (unless the Nature of the Article is such as to preclude doing so.) the various Measurements that can be applied to it such as Dimensions, Quantity, Capacity and Degree, etc. A List of the Names of the various Measurements with their Proper Abbreviations is given on Page 57, and a Table of Weights and Measures is shown on Page 59. All Measures in American Trade Catalogs are as a rule expressed in the American Legal Standard of Measures. The Metric System is only to be used where such Measures are applied to the Article in the Manufacturer's Catalog and the Article is sold by Metric Measurements.

1. Use of Figures.

Use Figures for all Enumerations in the Listings and set in Type Face No. 7 or 9 as shown on the Type Style Sheet. Ciphers should not be used when standing alone in Figure Columns, use leaders. Where the use of a Figure indicates the Manufacturer's or Jobber's List or Trade Number or the Article is ordered by Size or a Dimension, it is to be set in Bold Face No. 7. Where the use of a Figure indicates in the Listing, Dimensions, Weights, etc., it is to be set in Light Face No. 9.

2. Use of Fractions

All Fractions used in the Listing are to be Mutton Fractions and set in Type Face No. 8 or 10 as shown in the Type Style Sheet, except such Fractions as have more than two figures in the divisor. **Bold Face Fractions** are to be used where they occur as part of the List or Trade Number of the Article, or when the article is ordered by Size or a Dimension in Fractions. Light Face Fractions are to be used when they indicate in the Listing, Dimensions, Weights, etc.

3. Decimals

Use Figures for Decimals and supply Cipher when there is no Unit as \$0.25. Referring to Caliber of Small Arms .30 Caliber. Align Decimal Points in Columns.

d. **The Weight Unit**

The Weight is to be shown in the Listing for Every Article Cataloged where it is practical to do so. The Information concerning the Weights is of Value not only to the prospective customer, but to the House Buyer, Salesmen and Order Clerks, and is considered essential in every well-planned Trade Catalog. The Weight is always given the same as the Selling Unit. If the Selling Unit is Each the Listing should be "Weight, each," Weight, per dozen, etc.

e. **The Selling Unit**

The Selling Unit indicates the Minimum Quantity in which the Article is sold by the Jobber. It is placed last in the Listing and is set in Type Face No. 4, opposite the Selling Unit, and on the Same Line is placed the Manufacturer's List or Jobber's Discount Price for the article.

f. **The Price Unit**

It is generally understood that the Manufacturer's List Prices shown in this Catalog are subject to Discount and that such Prices are inserted for the purpose of showing the Relative or Comparative Value of the Article, and that it is not sold by the Jobber in Quantities less than that indicated by the Selling Unit. The Price is always expressed in the Monetary Unit of Dollars or Cents and such Monetary Unit is indicated by the Symbol "\$." The Dollar Mark is to be placed close to the Figure and repeated in the Listing as shown in Unit Layouts—No. 2, 3, 4, 5, 6 and 8. When the Jobber's Discount Price is shown underneath the Manufacturer's List Price omit placing the Dollar Mark before the Jobber's Discount Price. In the Tabulation Style of Listing, the Dollar Mark is to appear at the Top of the Price Column and need not be repeated: The word "Price" is always omitted in connection with the Price Unit. Where the Price of an Article is subject to Market Fluctuation such as Bar or Sheet Lead, Copper, etc., the word "Market" is used and set in Bold Face (No. 4 Type Face). Where it is not practical to give any price to an Article the words "Prices Quoted on Request" is set in No. 4 Type Face immediately under the Listing.

1. **Manufacturer's List Prices**

The Manufacturer's List Prices should always be shown on the Listing unless the Jobber has specified otherwise on his Data Sheet. In Mill, Plumbing and Electrical Supply Catalogs the Manufacturer's List Price as a rule only is given and is set in Bold Face (No. 7 Type Face) as shown on the Type Style Sheet.

2. **Jobber's Discount Prices**

In Hardware and some other kinds of Trade Catalogs it is the custom for the Jobber to catalog articles with his own Discount Price omitting the Manufacturer's List Price. This is done in particular where the Jobber is Cataloging his own Special Brand Goods that are Manufactured Exclusively for him. Some Hardware Jobbers require that on Standard Articles Cataloged the Manufacturer's List Price be shown in Light Face Type (No. 9 Type Face) and the Jobber's Discount Price being set underneath the Manufacturer's List in Bold Face Type (No. 7 Type Face), where Line or Ruled Tabulation is used for the Listing. When the sequent Line Arrangement is used for the Listing the Manufacturer's List and the Jobber's Discount Price are placed on the same Line, thus—Per Dozen...\$18.00—\$21.50.

g. **The Packing Unit**

Where all the Numbers or Sizes of an Article are Packed the same, such Information should be Placed Last and Centered underneath the Listing. Where the Article is Listed in Various Numbers or Sizes and is packed in different Quantities such Information should be shown in the Listing preceding the Selling Unit.

h. **Finishes**

Where the Price of the Article is determined by the Finish and it is necessary to list it in Several Finishes, the Finish and the Selling Unit are Placed together on the same line as shown in Specimen Unit Layout No. 8, and set in Bold Face (No. 4 Type Face).

3. The Arrangement of the Listing Unit

a. Tabulation

When an Article is to be Cataloged under Various Numbers or Sizes with incidental information such as Dimensions, Weights, etc., it should be Arranged in Tabular Form.

By Tabulation is meant the Arrangement of the Listing showing the Figures that give the Numbers, Sizes, Dimensions, Weights and other necessary information in Successive Vertical Order or Successive Horizontal Order. An Article thus Catalogued by Tabulation will show in a Systematic, Comprehensive and Condensed Form for Easy Reference a Synopsis of all the Essential Particulars concerning such Article. It frequently occurs that in the Manufacturer's Catalog the Items are Very Poorly Tabulated, and such Tabulation must of necessity be improved upon by the Compiler, by using some One or a Combination of the Styles of Tabulation shown on Pages 55 and 56. The Compiler should be careful and not use "ditto marks" in Tabulation except in cases where positively necessary to save space, and also where practical indicate "Leaders," if the same are to be shown on the Type Proofs.

b. Segment Line

The Segment Line Arrangement for the Listing is to be used when Cataloging an Article that is Listed in but one Number or Size, as shown in Unit Layout No. 2.

c. Line Tabulation

The Line Tabulation Arrangement for the Listing is to be used when Cataloging an Article that is Listed in more than one Number or Size as shown in Unit Layout No. 4. Line Tabulation is preferable to use in every case where practical rather than Rule Tabulation as the composition costs less. Where there are an uneven amount of Numbers or Sizes shown in a Line Tabulation, place the even Quantity on the First Set and the Remainder at the bottom of the Listing.

d. Non-Rule Tabulation

The Non-Rule Tabulation Arrangement for the Listing is to be used when Cataloging an Article that is Listed in more than one Number or Size as shown in Unit Layout No. 6.

This Style of Tabulation is mostly used in Mill, Plumbing, Electrical and Auto Supply Catalogs, and is preferable to use where practical rather than Rule Tabulation as the Composition costs less.

e. Rule Tabulation

The Rule Tabulation Arrangement for the Listing is to be used when Cataloging an Article that is Listed in a Considerable Amount of Numbers or Sizes, with Dimensions, Weights and other Necessary Information. Rule Tabulation is used mostly in Mill, Plumbing and Electrical Supply Catalogs. It is used as little as practical in Hardware Catalogs. The Composition Cost is Expensive for Rule Tabulation and should only be used in such instances where necessity and custom has determined the Listing of an Article in such manner. When using the Rule Tabulation Arrangement, the Compiler should Rule in all Lines in Red Ink, for the Guidance of the Compositor. There are many Styles of Rule Tabulation that may be used and 10 such Styles are shown on Pages 55 and 56, as suggestions to the Compiler.

f. Tabulation by Page or Column

Where the Tabular Arrangement of an Article can be to best advantage spread across the Page and thus Economize Space, it should be placed in that manner, but where by placing it in a column another item can then be cataloged on the same page such plan should be used.

M. THE FOOTNOTE AND HEADNOTE**1. Manufacturer's List Prices**

Where the Jobber requires that all Goods listed on a Page or a Column are to show the Manufacturer's List Prices and wishes to indicate that his Jobbing Price will be quoted on Request such information is to be placed as a Headnote, ("All Prices on this Page are Manufacturers' List. Prices Quoted on Request.") at the top of the page or column and set in No. 4 Type Face. Where the Manufacturer's List Price is shown and applies to only one item cataloged on the Page or in a Column and the Jobber will quote his Selling Price On Request such information is to be placed as a Footnote ("These Prices are Manufacturers' List. Prices Quoted on Request.") immediately under the Listing.

2. Factory Shipments

Where the Jobber does not carry in stock an Article Cataloged but has it Shipped Direct from the Manufacturer to the Customer the Symbol \textcircled{F} is placed by the side of the Numbers of such Articles, or if all the Articles Cataloged on the Page or in a Column are Factory Shipment, it is placed with the Headline at the Top of the Column or Page. The information about Factory Shipments is always placed at the bottom of the page, (" \textcircled{F} Goods Marked thus are not carried in stock and can only be furnished by shipment direct from Factory.") and set in No. 9 Type Face.

3. Special Notes

In some cases it is necessary to indicate special information concerning an article in a Footnote as shown in Unit Layout No. 5. Such Footnote Symbol Indicated by an * is placed beside the Number of the Article Cataloged with the Designation as the case may require.

N. THE TYPE RACK NUMBER

At the Bottom in the Lower Left Hand Corner of each Trade Catalog Page is placed by the Compositor the Type Rack Number which indicates where the page is Filed in the Standing Type Page Racks. The Rack Number preserves the identity of the Page regardless of the Different Page Numbers it may have from time to time in the various Jobbers' Catalogs in which it may be used. In making up Catalogs from Standing Type Pages the Rack Number is always to be indicated when sending proofs to the Composition Department to be locked up for Printing.

TOOL GRINDERS

LUTHER

MECHANIC'S SPECIAL

Hand Power Grinder, Popular Make, Easy Running, with High Cutting Speed for Grinding Tools. Wide Gears Prevent it from Getting out of Alignment or Order. All Gears Enclosed, Keeps out Dust and Grit and Insures Long Wear. Grinding Wheel Makes 12 to 16 Revolutions to One Turn of Crank.

Casing and Frame Best Quality Cast Iron; Cast Steel Collars; Pinion, Spindle and Small Gear of One Piece Cast Steel, Turned and Milled; Wide Bearings; Malleable Iron Crank, Fastened to Axle by Hexagon Nut; Tool Rest Adjustable to any Angle, Fastened to Casing with Wing Nut and Screw. Base, Malleable Iron, Wide and Rigid. Two Lugs Hold Casing Rigid when Clamped on Bench. Brass, Knurled Edge, Friction Oil Caps.

All Metal Parts **Black Enamel Finish**. Hardwood Crank Handle, **Dead Black Finish**.

NO. 4M—Diameter Grinding Wheel 4 Inches, Width 1 Inch; Height Casing $4\frac{1}{2}$ Inches, Width $4\frac{1}{2}$ Inches; Diameter Gear Wheel 4 Inches; Length Tool Rest 2 Inches; Width $1\frac{3}{4}$ Inches; Capacity Clamp $1\frac{3}{4}$ Inches; Height over all $7\frac{1}{2}$ Inches; Weight each $6\frac{1}{2}$ Lbs. Each.....\$3.25 **\$3.75**

One in a Wood Box



Hand Power

NO. 1. OVERSET UNIT LAYOUT.

EXPLANATION.

No Copy is to be Compiled or Set in Type in this Style.

TOOL GRINDERS

LUTHER

MECHANIC'S SPECIAL



Hand Power

Hand Power Grinder, Popular Make, Easy Running, with High Cutting Speed for Grinding Tools. Wide Gears Prevent it from Getting out of Alignment or Order. All Gears Enclosed, Keeps out Dust and Grit and Insures Long Wear. Grinding Wheel Makes 12 to 16 Revolutions to One Turn of Crank.

Casing and Frame Best Quality Cast Iron; Cast Steel Collars; Pinion, Spindle and Small Gear of One Piece Cast Steel, Turned and Milled; Wide Bearings; Malleable Iron Crank, Fastened to Axle by Hexagon Nut; Tool Rest Adjustable to any Angle, Fastened to Casing with Wing Nut and Screw. Base, Malleable Iron, Wide and Rigid. Two Lugs Hold Casing Rigid when Clamped on Bench. Brass, Knurled Edge, Friction Oil Caps.

All Metal Parts **Black Enamel Finish**. Hardwood Crank Handle, **Dead Black Finish**.

Each

NO. 4M—Diameter Grinding Wheel 4 Inches, Width 1 Inch; Height Casing $4\frac{1}{4}$ Inches, Width $4\frac{1}{2}$ Inches; Diameter Gear Wheel 4 Inches; Length Tool Rest 2 Inches; Width $1\frac{3}{4}$ Inches; Capacity Clamp $1\frac{3}{4}$ Inches; Height over all $7\frac{1}{2}$ Inches; Weight each $6\frac{1}{2}$ Lbs. \$3.25
3.75

One in a Wood Box

NO. 5M—Diameter Grinding Wheel 4 Inches, Width 1 Inch; Height Casing $5\frac{1}{4}$ Inches; Width 6 Inches; Diameter Gear Wheel 5 Inches; Length Tool Rest 3 Inches, Width $2\frac{1}{4}$ Inches; Capacity Clamp $2\frac{1}{4}$ Inches; Height over all 9 Inches; Weight each 9 Lbs. \$4.25
4.75

One in a Wood Box

NO. 2. UNDERSSET UNIT LAYOUT.

EXPLANATION.

This Unit Layout is the most preferable of all Layouts to use and Copy Should be Compiled in this Style in every instance where practical. Observe that the "Sequent Line" Arrangement is used for the Listing. This is the way to write out the Listing where an Article is Cataloged in but One or Two Numbers or Sizes. Where an Article is Cataloged in Three or more Numbers or Sizes the "Line Tabulation" or "Rule Tabulation" Style should be used. Note how Prices are arranged, when Two Sequent Line Listings are used with one Illustration.

TOOL GRINDERS

LUTHER

MECHANIC'S SPECIAL



Fig. 1215
Hand Power.

Hand Power Grinder, Popular Make, Easy Running, with High Cutting Speed for Grinding Tools. Wide Gears Prevent it from Getting out of Alignment or Order. All Gears Enclosed, Keeps out Dust and Grit and Insures Long Wear. Grinding Wheel Makes 12 to 16 Revolutions to One Turn of Crank.

Casing and Frame Best Quality Cast Iron; Cast Steel Collars; Pinion, Spindle and Small Gear of One Piece Cast Steel Turned and Milled; Wide Bearings; Malleable Iron Crank, Fastened to Axle by Hexagon Nut; Tool Rest Adjustable to any Angle, Fastened to Casing with Wing Nut and Screw. Base, Malleable Iron, Wide and Rigid. Two Lugs Hold Casing Rigid when Clamped on Bench. Brass, Knurled Edge, Friction Oil Caps.

All Metal Parts **Black Enamel Finish.** Hardwood Crank Handle, **Dead Black Finish.**

NO. 4M—Diameter Grinding Wheel 4 inches; Width 1 Inch; Height Casing $4\frac{1}{4}$ Inches; Width $4\frac{1}{2}$ Inches; Diameter Gear Wheel 4 Inches; Length Tool Rest 2 Inches; Width $1\frac{3}{4}$ Inches; Capacity Clamp $1\frac{3}{4}$ Inches; Height over all $7\frac{1}{2}$ Inches; Weight each $6\frac{1}{2}$ Lbs.

Each..... \$3.25 \$3.75

One in a Wood Box

NO. 3. SIDASET UNIT LAYOUT.

EXPLANATION.

This Style of Unit Layout should be used when the Illustration is Long and Narrow, or where it is greater in Height than Width and must be shown in a vertical position. The Illustration above is not of the proper shape for this Unit Layout and has been used merely to keep the Descriptive Matter of these Unit Layouts Uniform.

The "Sequent Line" is used for the arrangement of the Listing. Had it been required to show more than Two Numbers or Sizes the "Line Tabulation" arrangement would have been used.

Note the manner in which the Prices are placed where the "Sequent Line" Arrangement is used to Catalog but one Number or Size.

TOOL GRINDERS

LUTHER

MECHANIC'S SPECIAL

Hand Power Grinder, Popular Make, Easy Running, with High Cutting Speed for Grinding Tools. Wide Gears Prevent it from Getting out of Alignment or Order. All Gears Enclosed, Keeps out Dust and Grit and Insures Long Wear. Grinding Wheel Makes 12 to 16 Revolutions to One Turn of Crank.

Casing and Frame Best Quality Cast Iron; Cast Steel Collars; Pinion, Spindle and Small Gear of One Piece Cast Steel, Turned and Milled; Wide Bearings; Malleable Iron Crank, Fastened to Axle by Hexagon Nut; Tool Rest Adjustable to any Angle, Fastened to Casing with Wing Nut and Screw. Base, Malleable Iron, Wide and Rigid. Two Lugs Hold Casing Rigid when Clamped on Bench. Brass, Knurled Edge, Friction Oil Caps.

All Metal Parts **Black Enamel Finish**. Hardwood Crank Handle, **Dead Black Finish**.



Hand Power

NOS.	4M	5M	6M
Size Grinding Wheel, Inches	4x1	5x1	6x1
Size Casing, Inches	4 1/4 x 4 1/2	5 1/4 x 6	6 3/4 x 7
Diameter Gear Wheel, Inches	4	5	6
Size Tool Rest, Inches	2x1 1/4	3x2 1/4	3x2 1/2
Length Handle, Inches	3 3/4	5	6
Capacity Clamp, Inches	1 3/4	2 1/4	2 1/4
Height Over All, Inches	7 1/2	9	11
Weight Each, Lbs.	6 1/2	9	14
Each	\$3.25	\$4.25	\$5.75

These Prices are Manufacturers' List. Prices Quoted on Request
One in a Wood Box

NO. 4. OVERSET AND UNDERSET UNIT LAYOUT.

EXPLANATION.

This Style of Unit Layout should only be used in cases where Two or more articles of the same kind are Cataloged in a Column and take the same Sales Description or Technical Information, but have entirely different Listings. In Such Cases but one Headline is used to cover all the articles of the same kind. The Arrangement of the Listing in this Unit Layout is called "Line Tabulation." The "Sequent Line" Arrangement would have been used had there been but one Number or Size Shown. Where "These Prices are Manufacturers' List. Prices Quoted on Request" Applies to only the one item cataloged on the Page or in a Column place this information directly under the Listing.

TOOL GRINDERS

LUTHER

MECHANIC'S SPECIAL

Hand Power Grinder, Popular Make, Easy Running, with High Cutting Speed for Grinding Tools. Wide Gears Prevent it from Getting out of Alignment or Order. All Gears Enclosed, Keeps out Dust and Grit and Insures Long Wear. Grinding Wheel Makes 12 to 16 Revolutions to One Turn of Crank.

Casing and Frame Best Quality Cast Iron; Cast Steel Collars; Pinion, Spindle and Small Gear of One Piece Cast Steel, Turned and Milled; Wide Bearings; Malleable Iron Crank, Fastened to Axle by Hexagon Nut; Tool Rest Adjustable to any Angle, Fastened to Casing with Wing Nut and Screw. Base, Malleable Iron, Wide and Rigid. Two Lugs Hold Casing Rigid when Clamped on Bench. Brass, Knurled Edge, Friction Oil Caps.

All Metal Parts **Black Enamel Finish**. Hardwood Crank Handle, **Dead Black Finish**.



Hand Power

NOS.....	*4M	5M	6M
Size Grinding Wheel,			
Inches.....	4x1	5x1	6x1
Size Casing, Inches....	4 1/4 x 4 1/2	5 1/4 x 6	6 3/4 x 7
Diam. Gear Wheel, Ins.	4	5	6
Size Tool Rest, Inches.	2x1 3/4	3x2 1/4	3x2 1/2
Length Handle, Inches.	3 3/4	5	6
Capacity Clamp, Ins..	1 3/4	2 1/4	2 1/4
Height, Over All, Ins..	7 1/2	9	11
Weight, Each, Inches..	6 1/2	9	14
Each.....	\$3.25	\$4.25	\$5.75
	3.75	4.75	6.50

One in a Wood Box

Note. *For Extra Grinding Wheels for No. 4M
See Page 15

NO. 5. OVERSET AND SIDESSET UNIT LAYOUT.

EXPLANATION.

This Style of Unit Layout should be used only in cases where Two or more articles of the same kind are Cataloged in a Column and take the same Sales Description or Technical Information, but have entirely different Listing. In Such Cases but one Headline is used to cover all the articles of the same kind. No. 5 will be found more practical to use where the Column is likely to be crowded.

TOOL GRINDERS

All Prices on this Page are Manufacturers' List
Prices Quoted on Request

LUTHER MECHANIC'S SPECIAL

Illustration



Legend

Fig. 825
No. 4M
Hand Power

Friction Oil Caps. Hardwood Crank Handle, Dead Black Finish.
All Metal Parts Black Enamel Finish.

Hand Power Grinder, Popular Make, Easy Running, with High Cutting Speed for Grinding Tools. Wide Gears Prevent it from Getting out of Alignment or Order. All Gears Enclosed, Keeps out Dust and Grit and Insures Long Wear. Grinding Wheel Makes 12 to 16 Revolutions to One Turn of Crank.

Casing and Frame Best Quality Cast Iron; Cast Steel Collars; Pinion, Spindle and Small Gear of One Piece Cast Steel, Turned and Milled; Wide Bearings; Malleable Iron Crank, Fastened to Axle by Hexagon Nut; Tool Rest Adjustable to any Angle, Fastened to Casing with Wing Nut and Screw. Base, Malleable Iron, Wide and Rigid. Two Lugs Hold Casing Rigid when Clamped on Bench. Brass, Knurled Edge, Friction Oil Caps. Hardwood Crank Handle, Dead Black Finish. All Metal Parts Black Enamel Finish.

NO. 4M—Diameter Grinding Wheel 4 Inches, Width 1 Inch; Height Casing $4\frac{1}{2}$ Inches, Width $4\frac{1}{2}$ Inches; Diameter Gear Wheel 4 Inches; Length Tool Rest 2 Inches; Width $1\frac{3}{4}$ Inches; Capacity Clamp $1\frac{3}{4}$ Inches; Height over all $7\frac{1}{2}$ Inches; Weight each $6\frac{1}{2}$ Lbs. Each\$3.25 \$3.75
One in a Wood Box

SIZES, Inches	4	5	6
Size Grinding Wheel, Inches	4x1	5x1	6x1
Size Casing, Inches	$4\frac{1}{4} \times 4\frac{1}{2}$	$5\frac{1}{4} \times 6$	$6\frac{3}{4} \times 7$
Diameter Gear Wheel, Inches	4	5	6
Size Tool Rest, Inches	$2 \times 1\frac{3}{4}$	$3 \times 2\frac{1}{4}$	$3 \times 2\frac{1}{2}$
Length Handle, Inches	$3\frac{3}{4}$	5	6
Capacity Clamp, Inches	$1\frac{3}{4}$	$2\frac{1}{4}$	$2\frac{1}{4}$
Height Over All, Inches	$7\frac{1}{2}$	9	11
Weight Each, Lbs.	$6\frac{1}{2}$	9	14
Quantity in a Box	1	2	3
Each	\$3.25	\$4.25	\$5.75

NOS.	Size Wheel In.	Size Casing In.	Diam. Gear In.	Length Handle In.	Height O. A. In.	Weight Each Lbs.	Each
Ⓕ 4M	4x1	$4\frac{1}{2} \times 4\frac{1}{2}$	4	$3\frac{3}{4}$	$7\frac{1}{2}$	$6\frac{1}{2}$	\$3.25
Ⓕ 5M	5x1	$5\frac{1}{4} \times 6$	5	5	9	9	4.25

NOS.	Size Wheel In.	Size Casing In.	Diam. Gear In.	Length Handle In.	Height O. A. In.	Weight Each Lbs.	Each
Ⓕ 4M	4x1	$4\frac{1}{2} \times 4\frac{1}{2}$	4	$3\frac{3}{4}$	$7\frac{1}{2}$	$6\frac{1}{2}$	\$3.25
Ⓕ 5M	5x1	$5\frac{1}{4} \times 6$	5	5	9	9	4.25

One in a Wood Box

Ⓕ Goods marked thus Ⓕ are not carried in stock and can only be furnished by shipment direct from factory.

NO. 6. SIDASET AND UNDERSET UNIT LAYOUT. EXPLANATION.

With the Exception of Unit Layout No. 2, this is the best Unit Layout for the Compiler to use. There is purposely shown with this Unit Layout the Four Styles of Arrangement for the Listings. The First shows the "Sequent Line," the Second "Line Tabulation," the Third "Non-Rule Tabulation" and the Fourth "Ruled Tabulation" Style. Where an article Cataloged is packed in a different Quantity for each Number or Size place the packing information in the Tabulation. Note in the "Line Tabulation" Style that the article is Cataloged by Sizes instead of Numbers, and that a Symbol is Used for Factory Shipment. This layout shows the Engraving mortised. No Engraving should be mortised if it is practical to avoid it.

Headline

Headnote

Caption

Designation

Sales
DescriptionTechnical
InformationListing
Sequent
LineListing
Line
TabulationListing
Non-Rule
TabulationListing
Ruled
Tabulation

Footnote

TOOL GRINDERS

LUTHER MECHANIC'S SPECIAL

Hand Power Grinder, Popular Make, Easy Running, with High Cutting Speed for Grinding Tools. Wide Gears Prevent it from Getting out of Alignment or Order. All Gears; Enclosed Keeps out Dust and Grit and Insures Long Wear. Grinding Wheel Makes 12 to 16 Revolutions to One Turn of Crank.

Casing and Frame Best Quality Cast Iron; Cast Steel Collars; Pinion, Spindle and Small Gear of One Piece Cast Steel, Turned and Milled; Wide Bearings; Malleable Iron Crank, Fastened to Axle by Hexagon Nut; Tool Rest Adjustable to any Angle, Fastened to Casing with Wing Nut and Screw.



Hand Power

Base, Malleable Iron, Wide and Rigid. Two Lugs Hold Casing Rigid when Clamped on Bench. Brass, Knurled Edge, Friction Oil Caps.

All Metal Parts Black Enamel Finish. Hardwood Crank Handle. Dead Black Finish.

NO. 4M—Diameter Grinding Wheel 4 Inches, Width 1 Inch; Height Casing $4\frac{1}{4}$ Inches. Width $4\frac{1}{2}$ Inches; Diameter Gear Wheel 4 Inches; Length Tool Rest 2 Inches. Width $1\frac{3}{4}$ Inches; Capacity Clamp $1\frac{3}{4}$ Inches; Height over all $7\frac{1}{2}$ Inches; Weight each $6\frac{1}{2}$ Lbs.

Each . . \$3.25 **\$3.75**

One in a Wood Box

NO. 7. DOUBLE SIDASET UNIT LAYOUT.

EXPLANATION.

No Copy is to be Compiled or Set in Type in this Style.

TOOL GRINDERS

LUTHER

MECHANIC'S SPECIAL

Hand Power Grinder, Popular Make, Easy Running with High Cutting Speed for Grinding Tools. Wide Gears Prevent it from Getting out of Alignment or Order. All Gears Enclosed, Keeps out Dust and Grit and Insures Long Wear. Grinding Wheel Makes 12 to 16 Revolutions to One Turn of Crank.



Fig. 825
Hand Power

FRAME AND CASING—Cast Iron.

GEARS—Cast Steel.

BEARINGS—Wide for Easy Running.

PINION, SPINDLE AND SMALL GEAR—One Piece, Nulled and Turned Cast Steel.

CRANK—Malleable Iron, Fastened to Axle by Hexagon Nut.

TOOL REST—Adjustable to any Angle; Fastened to Casing with Wing Nut and Screw Fastenings.

BASE—Malleable Iron, Wide and Rigid.

FASTENINGS—Malleable Iron, Tapered, Two Lugs Hold Casing Rigid when Clamped on Bench.

CAP—Brass, Knurled Edge, Friction Oil Hole.

HANDLE—Hardwood, Dead Black Finish.

Analytic
Style of
treating
Technical
Information

NOS.	4M	Ⓕ5M	Ⓕ6M
Size Grinding Wheel, Inches.	4x1	5x1	6x1
Size Casing, Inches.	4¼x4½	5¼x6	6¼x7
Diameter Gear Wheel, Inches.	4	5	6
Size Tool Rest, Inches.	2x1¾	3x2¼	3x2½
Length Handle, Inches.	3¾	5	6
Capacity Clamp, Inches.	1¾	2¼	2½
Height, Over All, Inches.	7½	9	11
Weight, Each, Lbs.	6½	9	14
Natural Finish, Each.	\$3.25	\$4.25	\$5.75
Black Japanned, Each.	3.75	4.75	6.50

One in a Wood Box

Ⓕ Goods marked thus Ⓕ are not carried in stock, and can only be Furnished by shipment Direct from Factory.

NO. 8. OVERSET SIDESET AND UNDERSET UNIT LAYOUT.

EXPLANATION.

This Unit Layout may be used where it might not be practical to use No. 2, No. 3, or No. 6. Its use should be limited to cases where it is necessary to crowd the matter into a Column that might otherwise be too long, if a different layout were used. Note that the "Analytic Style" is used for the Technical Information.

In the Listing the Article is priced by Finishes. This is the style of arrangement to use for the Listing where an Article is listed in more than Two Numbers and is sold in Several Finishes, the Finish determining the Price.

TOOL GRINDERS

LUTHER MECHANIC'S SPECIAL

Hand Power Grinder,
Popular Make, Easy
Running, with High
Cutting Speed for
Grinding Tools. Wide
Gears Prevent it from
Getting out of Align-
ment or Order. All
Gears Enclosed, Keeps
out Dust and Grit and
Insures Long Wear.
Grinding Wheel Makes
12 to 16 Revolutions to
One Turn of Crank.

Casing and Frame
Best Quality Cast Iron;
Cast Steel Collars;
Pinion, Spindle and
Small Gear of One Piece



Hand Power

Cast Steel, Turned and
Milled; Wide Bearings;
Malleable Iron Crank,
Fastened to Axle by
Hexagon Nut; Tool Rest
Adjustable to any Angle,
Fastened to Casing with
Wing Nut and Screw.
Base, Malleable Iron,
Wide and Rigid. Two
Lugs Hold Casing Rigid
when Clamped on
Bench. Brass, Knurled
Edge, Friction Oil Caps.

All Metal Parts **Black
Enamel Finish.** Hard-
wood Crank Handle,
Dead Black Finish.

NOS.	4M	5M	6M
Size Grinding Wheel, Inches.....	4x1	5x1	6x1
Size Casing, Inches.....	4 1/4 x 4 1/2	5 1/4 x 6	6 3/4 x 7
Diameter Gear Wheel, Inches.....	4	5	6
Size Tool Rest, Inches.....	2 x 1 3/4	3 x 2 1/4	3 x 2 1/2
Length Handle, Inches.....	3 3/4	5	6
Capacity Clamp, Inches.....	1 3/4	2 1/4	2 1/2
Height Over All, Inches.....	7 1/2	9	11
Weight Each, Lbs.....	6 1/2	9	14
Quantity in a Box.....	1	2	3
Each.....	\$3.25 3.75	\$4.25 4.75	\$5.75 6.50

NO. 9. DOUBLE SIDASET AND UNDERSET UNIT LAYOUT.

EXPLANATION.

No Copy is to be Compiled or Set in Type in this Style.

TOOL GRINDERS

LUTHER

MECHANIC'S SPECIAL

Hand Power Grinder, Popular Make, Easy Running, with High Cutting Speed for Grinding Tools. Wide Gears Prevent it from Getting out of Alignment or Order. All Gears Enclosed, Keeps out Dust and Grit and Insures Long Wear. Grinding Wheel Makes 12 to 16 Revolutions to One Turn of Crank.

Casing and Frame Best Quality Cast Iron; Cast Steel Collars; Pinion, Spindle and Small Gear of One Piece Cast Steel, Turned and Milled; Wide Bearings; Malleable Iron Crank, Fastened to Axle by



Hand Power

Hexagon Nut; Tool Rest Adjustable to any Angle, Fastened to Casing with Wing Nut and Screw. Base, Malleable Iron, Wide and Rigid. Two Lugs Hold Casing Rigid when Clamped on Bench. Brass, Knurled Edge, Friction Oil Caps.

All Metal Parts **Black Enamel Finish**. Hardwood Crank Handle, **Dead Black Finish**.

	4M	5M	6M
NOS.....	4x1	5x1	6x1
Size Grinding Wheel, Inches.....	4x1	5x1	6x1
Size Casing, Inches.....	4 1/4 x 4 1/2	5 1/4 x 6	6 3/4 x 7
Diameter Gear Wheel, Inches.....	4	5	6
Size Tool Rest, Inches.....	2x1 3/4	3x2 1/4	3x2 1/2
Length Handle, Inches.....	3 3/4	5	6
Capacity Clamp, Inches.....	1 3/4	2 1/4	2 1/4
Height Over All, Inches.....	7 1/2	9	11
Weight Each, Lbs.....	6 1/2	9	14
EACH.....	\$3.25	\$4.25	\$5.75
	3.75	4.75	6.50

One in a Wood Box

NO. 10. OVERSET, DOUBLE SIDESET AND UNDERSET UNIT LAYOUT.

EXPLANATION.

No Copy is to be Compiled or Set in Type in this Style.

BLACK POWDER CARTRIDGES

CENTRAL FIRE

Illustration Full Size



MILITARY AND SPORTING

45-60 Winchester—Powder, 62 Grains; Bullet, 300 Grains, Composed of 1 part Tin and 16 parts Lead.

Per 1000	\$33.00	\$80.38
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20 in a Cardboard Box; 1,000 in a Case; Weight per Case about 88 lbs.

Adapted to Colt's New Lightning Magazine, Winchester Model 1876, and Single Shot Rifles. Primers used, Winchester or U. M. C. No. 2½.

This Shows Unit Layout No. 2 without use of Sales Description. In some cases no Sales Description is required in cataloging an article, only the Technical Information and the Listing being necessary.

DOUBLE BIT AXES

In Ordering Axes Give Numbers and Weights Only

KEEN KUTTER



No. KC50

Soft Steel Body; Extra Fine Quality Crucible Steel Bit, **Hand Hammered**, thus Condensing the Molecules and making it very Tough; **Hand Tempered**; Bit Hand Whetted; Each Axe is Oiled, making it Rust-proof; **KEEN KUTTER** Trade Mark Design Etched in Deep.

WITHOUT HANDLE

NO. KC50—SPECIAL COMPOSITE PATTERN

Natural Forged Finish; Wide Bits; Solid Steel
 Weight of Head, lbs. 3 to 4 3½ to 4½ 4 to 5 4½ to 5½
 Weight per dozen, lbs. 49 54 59 64
 Per dozen \$26.50 \$27.00 \$27.50 \$28.00

One Dozen in a Wood Box

WITH HANDLE

NO. KC/50DE—With KEEN KUTTER Oval Handle NO. KDR36

Handled with Select KEEN KUTTER Grade Hand Made Hickory Handle, Bastard Cut

Weight of Head, lbs.	3 to 4	3½ to 4½	4 to 5
Weight per dozen, lbs.	65	70	75
Per dozen	\$34.50	\$35.00	\$35.50

NO. KC/50DF—With Cumberland Octagon Handle NO. CDXX

Handled with Cumberland Medium Selection Hand Shaved Hickory Handle

Weight of Head, lbs.	3 to 4	3½ to 4½	4 to 5
Weight per dozen, lbs.	65	70	75
Per dozen	\$31.50	\$32.00	\$32.50

NO. KC/50DG—With Cumberland Oval Handle NO. CDAA

Handled with Cumberland First Selection Hand Shaved Hickory Handle

Weight of Head, lbs.	3 to 4	3½ to 4½	4 to 5	4½ to 5½	4½ to 6
Weight per dozen, lbs.	65	70	75	80	83
Per dozen	\$33.50	\$34.00	\$34.50	\$35.00	\$35.00

One Dozen in a Crate, Heads Enclosed, Handles Projecting, Wrapped in Paper and Burlapped

This shows the Style in which to catalog Axes where only Two or Three Styles of Handles are to be shown in the Listing.

SINGLE BIT AXES

In Ordering Axes Give Numbers and Weights Only

BLACK WONDER



No. BW100

The Black Wonder Axe Represents an Entirely New Departure in Axe Making; They are Made of One Piece of Solid Steel of a Special Formula, and are to Meet the Demand for a Low Price Satisfactory Tool for General Farm and Wood Pile Use; the Eye is Punched from the Solid Steel, Insuring Great Strength, as They will Not Stretch nor Break Open; the Eye is Tapered, so as to Hold a Handle Firmly and Prevent its Splitting; the Body and Bit are Forged from One Piece of Steel; the Bit is Tempered to Withstand Severe Usage and will Keep in Good Condition with Little Grinding.

WITHOUT HANDLE

NO. BW100—DAYTON PATTERN

Black Finish; Ground; Wide Bit; Square Head;
Solid Steel

Weight of Head, Lbs.....	3/4	3 1/2 / 4 1/2	4/5
Weight, per dozen, Lbs.....	55	56	57
Per Dozen.....	\$13.75	\$14.25	\$15.00

One Dozen of Each Assortment of Weights in a Box

WITH HANDLE

The Axe Described Above is Listed Below Handled with Appropriate Styles and Grades of Handles

NOS.	Kind of Handle	Weight of Head, Lbs.	
		3/4	3 1/2 / 4 1/2
		Per Dozen	
BW100E	With No. E Tip Top Octagon, Plain End.	\$20.50	\$21.00
BW100XE	With No. XE Tip Top Octagon, Straight Pattern.....	20.50	21.00
BW100F	With No. F Tip Top Oval, Plain End..	20.50	21.00
BW100XF	With No. XF Tip Top Oval, Straight Pattern.....	20.50	21.00
BW100TTN	With No. TTN Tip Top Oval, Plain End, Light Northern.....	20.50	21.00
BW100L	With No. L Mound City Oval, Plain End	18.00	18.50
BW100M	With No. M Southland Oval, Plain End.	17.25	18.00
BW100N	With No. N Mizzoo Oval, Plain End...	16.50	17.25
One Dozen of Each Assortment of Weights in a Crate; Average Weight per Dozen, 75 Lbs.			

This shows the Style in which to catalog Axes where a variety of Handles are to be shown in the Listing.

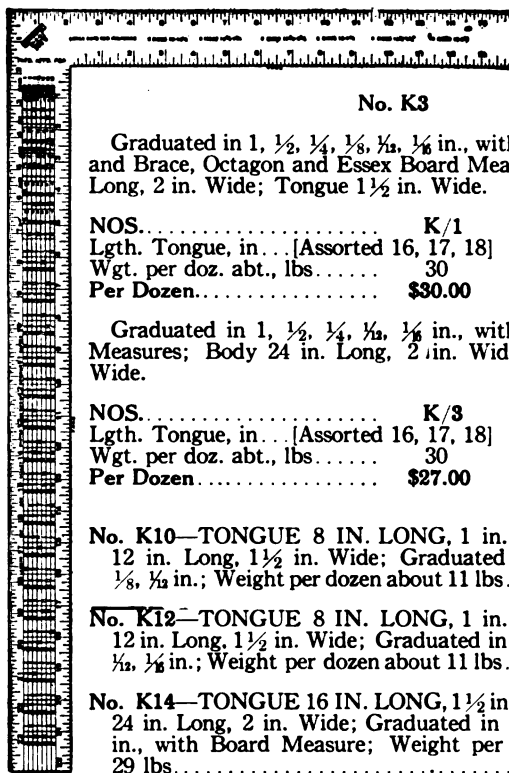
SQUARES

*SAVILLE

CARPENTERS'

The White Filled Figures and Lines on the Blued Background make SAVILLE Squares easy to read where the light is poor. The Blued Finish prevents the blinding effect noticeable when a polished Steel Square is used in the bright sunlight.

One Piece, Weldless, Highest Grade Crucible Steel, with Dark Fire Blued and Lacquered Finish; Hardened Corners; Markings Filled with White Enamel, and Accurately Cut.



No. K3

Graduated in 1, $\frac{1}{2}$, $\frac{1}{4}$, $\frac{1}{8}$, $\frac{1}{16}$ in., with Hundredth Scale, and Brace, Octagon and Essex Board Measures; Body 24 in. Long, 2 in. Wide; Tongue $1\frac{1}{2}$ in. Wide.

NOS.	K/1	K1/16	K1/18
Lgth. Tongue, in. [Assorted 16, 17, 18]	16	16	18
Wgt. per doz. abt., lbs.	30	29	32
Per Dozen	\$30.00	30.00	30.00

Graduated in 1, $\frac{1}{2}$, $\frac{1}{4}$, $\frac{1}{8}$, $\frac{1}{16}$ in., with Board and Brace Measures; Body 24 in. Long, 2 in. Wide; Tongue $1\frac{1}{2}$ in. Wide.

NOS.	K/3	K3/16	K3/18
Lgth. Tongue, in. [Assorted 16, 17, 18]	16	16	18
Wgt. per doz. abt., lbs.	30	29	32
Per Dozen	\$27.00	27.00	27.00

Per Dozen

No. K10—TONGUE 8 IN. LONG, 1 in. Wide; Body 12 in. Long, $1\frac{1}{2}$ in. Wide; Graduated in 1, $\frac{1}{2}$, $\frac{1}{4}$, $\frac{1}{8}$, $\frac{1}{16}$ in.; Weight per dozen about 11 lbs. . \$16.50 **\$18.50**

No. K12—TONGUE 8 IN. LONG, 1 in. Wide; Body 12 in. Long, $1\frac{1}{2}$ in. Wide; Graduated in 1, $\frac{1}{2}$, $\frac{1}{4}$, $\frac{1}{8}$, $\frac{1}{16}$ in.; Weight per dozen about 11 lbs. . \$18.50 **\$20.50**

No. K14—TONGUE 16 IN. LONG, $1\frac{1}{2}$ in. Wide; Body 24 in. Long, 2 in. Wide; Graduated in 1, $\frac{1}{2}$, $\frac{1}{4}$, $\frac{1}{8}$ in., with Board Measure; Weight per dozen about 29 lbs. . \$20.50 **\$24.50**

No. K18—TONGUE 12 IN. LONG, 1 in. Wide; Body 18 in. Long, $1\frac{1}{2}$ in. Wide; Graduated in 1, $\frac{1}{2}$, $\frac{1}{4}$, $\frac{1}{8}$, $\frac{1}{16}$ in.; Weight per dozen about 15 lbs. . \$22.00 **\$24.50**

Graduated in 1, $\frac{1}{2}$, $\frac{1}{4}$, $\frac{1}{8}$, $\frac{1}{16}$, $\frac{1}{32}$, $\frac{1}{64}$ in., with Hundredth Scale, and Brace, Octagon and Essex Board Measures; Body 24 in. Long, 2 in. Wide; Tongue $1\frac{1}{2}$ in. Wide.

NOS.	K/100	K100/16	K100/18
Lgth. Tongue, in. [Assorted 16, 17, 18]	16	16	18
Wgt. per doz. abt., lbs.	30	29	30
Per Dozen	\$32.50	32.50	32.50

One-fourth Dozen in a Cardboard Box; Four Dozen in a Case.

*Illustrated Pamphlet, describing the use, accompanies each Square.

This style Illustrates an instance where it is necessary to Mortise the cut. It also shows Combination Use of Line Tabulation and Sequent Line in the Listing.

STYLES OF TABULATION

LINE TABULATION

NOS.	K316	K14	K38	K12	K58
Width of Cut, Inches.....	$\frac{3}{8}$	$\frac{1}{4}$	$\frac{3}{8}$	$\frac{1}{2}$	$\frac{5}{8}$
Diameter of Steel, Inches.....	$\frac{3}{4}$	$\frac{1}{4}$	$\frac{5}{8}$	$\frac{3}{4}$	$\frac{1}{2}$
Length, Inches.....	5	5 $\frac{1}{2}$	5 $\frac{1}{2}$	6	6 $\frac{1}{2}$
Weight per Dozen about, Lbs.....	1 $\frac{1}{4}$	1 $\frac{1}{2}$	1 $\frac{3}{4}$	3 $\frac{1}{2}$	4 $\frac{1}{2}$
Per Dozen.....	\$2.30	\$2.50	\$2.70	\$3.00	\$3.80

NON-RULED TABULATION

NON-RULED TABULATION										
Ampere Capacity	Series	Calibration		Approx. Ship	With Low Voltage Release	Voltage Release		Without Low Voltage Release	Voltage Release	
Switch Coils		Min.	Max.	Wt., Lbs.	List No.	Mfrs. No.	Each	List No.	Mfrs. No.	Each
60	2	2	6	130	080001	127017	\$65.00	080031	126031	\$55.00
60	3	3	9	130	080002	126018	65.00	080032	126032	55.00
60	4	4	12	130	080003	126019	65.00	080033	126033	55.00

RULED TABULATION—No. 1

Size Wire		Per Square Ft.	Width, Inches		12	18	24	30	36	42	48
$\frac{3}{4}$ in. Mesh	No. 18	\$0.12 $\frac{1}{2}$	Weight per Roll, Lbs.....	35	49	67	80	96	111	120	
	No. 1910 $\frac{3}{4}$	Weight per Roll, Lbs.....	28	44	55	67	79	94	105	
	No. 2009	Weight per Roll, Lbs.....	24	33	42	51	61	72	80	

RULED TABULATION—No. 2

Inch											<div>The Number of Gross in a Bundle is Indicated by Small Figures above the Line of Size Nos.; Example 1/4 inch, Nos. 0 to 5 Come 10 Gross in a Bundle.</div>
1/4	NOS.....	0	1	2	3	4	5				
	Iron.....	\$0.72	.72	.72	.72	.72					
	Brass.....	.84	.84	.88	.92	.97	1.04				
3/8	NOS.....	0	1	2	3	4	5	6	7	8	9
	Iron.....	\$0.72	.72	.72	.72	.72	.75	.78	.82	.88	.94
	Brass.....	.84	.87	.92	.97	1.04	1.12	1.20	1.35	1.50

RULED TABULATION—No. 3

Length Inches	Diameter, Inches									
	1-4	5-16	3-8	7-16	1-2	9-16	5-8	3-4	7-8	1
1.....	\$1.70	\$2.00	\$2.40	\$2.80	\$3.60					
$\frac{1}{4}$	1.70	2.00	2.40	2.80	3.60					
$\frac{1}{2}$	1.70	2.00	2.40	2.80	3.60	\$5.20	\$5.20	\$7.70	\$10.50	\$15.10
$\frac{3}{4}$	1.78	2.12	2.56	3.00	3.86					
2.....	1.78	2.12	2.56	3.00	3.86	5.58	5.58	8.25	11.20	16.00

RULED TABULATION—No. 4

Price Per Gross												
Size, NOS.....	2	3	4	5	6	7	8	9	10	12	14	16 18
Threads to Inch..	48	48			30	30	30			20	18	
	56		32	36	32	32	32	24	30		20	16 18
	64	56		40	36	32	36		32	24	24	20
Diameter, Inches.	5-64	3-32	7-16	$\frac{1}{8}$	9-64	5-32	11-64	3-16	7-32	15-64	$\frac{1}{4}$ 9-32
Wire Gauge, No..	14	13	12	11	10	9	8	7	5	4	3 2
Length, In.	Iron ..	\$0.30	\$0.30	\$0.30	\$0.35	\$0.35	\$0.40	\$0.40				
$\frac{1}{8}$	Brass ..	.32	.32	.36	.46	.46	.70	.70				
$\frac{3}{16}$	Iron ..	.30	.30	.30	.35	.35	.40	.40	\$0.60	\$0.60		
	Brass ..	.32	.32	.36	.46	.46	.70	.70	1.00	1.00		

RULED TABULATION—No. 5

NOS.	Capacity, Inches		Diameter, Inches		Weight Each Pounds	Each
	Right Hand	Left Hand	Right Hand	Left Hand		
32.....	$\frac{1}{4}$ to 2	$\frac{1}{4}$ to 2	18	16	140	\$ 50.00
34.....	$\frac{1}{4}$ to 2	$\frac{1}{4}$ to 2	24	20	155	100.00
36.....	$\frac{1}{4}$ to 3	$\frac{3}{4}$ to 3	30	24	160	200.00

STYLES OF TABULATION

RULED TABULATION—No. 6

NOS.....	VTS $\frac{1}{4}$	VTS $\frac{5}{16}$	VTS $\frac{3}{8}$	VTS $\frac{7}{16}$	VTS $\frac{1}{2}$	VTS $\frac{9}{16}$	VTS $\frac{5}{8}$	VTS $\frac{3}{4}$	VTS $\frac{7}{8}$
Diam. Screw, Inch..	$\frac{1}{4}$	$\frac{5}{16}$	$\frac{3}{8}$	$\frac{7}{16}$	$\frac{1}{2}$	$\frac{9}{16}$	$\frac{5}{8}$	$\frac{3}{4}$	$\frac{7}{8}$
Threads to Inch....	20	18	16	14	12	12	11	10	9
Approx. Weight of 100 Only									
2-inch Screws, Lbs..	2 $\frac{3}{8}$	4 $\frac{1}{4}$	6	9	12	16	20	30	50
Length, Inches	100 in a Box			50 in a Box				25 in a Box	
Length Under Head to Extreme Point									
$\frac{3}{8}$	\$1.80	\$2.00							
$\frac{1}{2}$	1.80	2.00	\$2.35						
$\frac{5}{8}$	1.90	2.10	2.45	\$2.80	\$3.30				
$\frac{3}{4}$	2.00	2.20	2.50	2.90	3.40	\$5.00	\$5.00		
$\frac{7}{8}$	2.10	2.30	2.60	3.00	3.60	5.50	5.50		
1.....	2.15	2.35	2.65	3.10	3.80	5.75	5.75	\$10.00	
$1\frac{1}{4}$	2.30	2.50	2.85	3.50	4.30	6.50	6.50	11.00	\$15.50
$1\frac{1}{2}$	2.50	2.70	3.10	4.00	4.80	7.25	7.25	12.00	16.20
$1\frac{3}{4}$	2.75	3.00	3.50	4.50	5.40	8.00	8.00	12.80	17.70
Add for Each $\frac{1}{4}$ inch	.50	.60	.70	.80	.90	1.10	1.10	1.50	1.70

RULED TABULATION—No. 7

Bolt Size, Inches	Per 100 Pounds	Hole, Inches	Width, Inches	Thick- ness, Inches	Average No. in 200 Lbs.	Bolt Size, Inches	Per 100 Pounds	Hole, Inches	Width, Inches	Thick- ness, Inches	Average No. in 200 Lbs.
$\textcircled{F}\frac{1}{4}$	\$13.00	$\frac{3}{8}$	$\frac{1}{2}$	$\frac{1}{4}$	13800	$\textcircled{F}\frac{1}{4}$	\$20.00	$\frac{3}{8}$	$\frac{1}{2}$	$\frac{1}{4}$	17400
$\textcircled{F}\frac{5}{16}$	12.00	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{8}$	7400	$\textcircled{F}\frac{5}{16}$	18.00	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{8}$	9200
$\textcircled{F}\frac{3}{8}$	10.50	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{8}$	5000	$\textcircled{F}\frac{3}{8}$	14.00	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{8}$	6000
$\textcircled{F}\frac{7}{16}$	10.00	$\frac{1}{2}$	$\frac{1}{2}$	$\frac{7}{8}$	3200	$\textcircled{F}\frac{7}{16}$	13.00	$\frac{1}{2}$	$\frac{1}{2}$	$\frac{7}{8}$	4000

RULED TABULATION—No. 8

NOS.	Dia. Ft.	Ht. Ft.	Cap. Bbbs.	Wt. Lbs.	Each	NOS.	Dia. Ft.	Ht. Ft.	Cap. Bbbs.	Wt. Lbs.	Each
100	3	1	1 $\frac{1}{2}$	30	\$10.30 \$7.20	1100	3	1	1 $\frac{1}{2}$	25	\$8.90 \$7.20
101	3	1 $\frac{1}{2}$	2 $\frac{1}{4}$	35	11.00 7.70	1101	3	1 $\frac{1}{2}$	2 $\frac{1}{4}$	30	9.50 7.70
102	3	2	3	40	11.70 8.20	1102	3	2	3	35	10.20 8.20
103	3	2 $\frac{1}{2}$	3 $\frac{3}{4}$	45	13.40 9.40	1103	3	2 $\frac{1}{2}$	3 $\frac{3}{4}$	40	11.60 9.40
104	3	3	4 $\frac{1}{2}$	50	15.10 10.60	1104	3	3	4 $\frac{1}{2}$	45	13.10 10.60
105	3 $\frac{1}{2}$	2	4	55	13.30 9.30	1105	3 $\frac{1}{2}$	2	4	45	11.50 9.30

RULED TABULATION—No. 9

HEXAGON HOT PRESSED			SQUARE HOT PRESSED			Size Bolt, Inches	Width, Inches	Thickness, Inches, U. S. S.	Number of Threads
NOS.	Per 1000		NOS.	Per 1000					
HPL $\frac{1}{4}$	\$31.10	\$17.25	SHPL $\frac{1}{4}$	\$28.90	\$16.05	$\frac{1}{4}$	$\frac{1}{2}$	$\frac{3}{8}$	20
HPL $\frac{5}{16}$	31.10	17.25	SHPL $\frac{5}{16}$	28.90	16.05	$\frac{5}{16}$	$\frac{1}{2}$	$\frac{3}{8}$	18
HPL $\frac{3}{8}$	31.50	17.45	SHPL $\frac{3}{8}$	29.40	16.30	$\frac{3}{8}$	$\frac{5}{8}$	$\frac{3}{8}$	16
HPL $\frac{7}{16}$	33.00	18.30	SHPL $\frac{7}{16}$	31.30	17.35	$\frac{7}{16}$	$\frac{7}{8}$	$\frac{7}{8}$	14

RULED TABULATION—No. 10

Length of Flanges Inches	For Doors Thickness Inches	Dead Black Japanned		Nubian Bronzed (Bronze Plated)		Antique Copper Plated		Dull Brass Plated	
		NOS.	Per Pair	NOS.	Per Pair	NOS.	Per Pair	NOS.	Per Pair
3	$\frac{3}{4}$ to $1\frac{1}{8}$	0B	\$0.80 \$0.80	N450B	\$1.00 \$1.00	R300B	\$1.20 \$1.20	EA300B	\$1.20 \$1.20
4	1 to $1\frac{1}{8}$	1B	1.00 1.00	N451B	1.20 1.20	R301B	1.40 1.40	EA301B	1.40 1.40
5	1 to $1\frac{1}{2}$	5B	1.30 1.30	N455B	1.60 1.60	R305B	1.80 1.80	EA305B	1.80 1.80
6	$1\frac{1}{8}$ to $1\frac{3}{4}$	9B	1.80 1.80	N459B	2.20 2.20	R309B	2.50 2.50	EA309B	2.50 2.50
7	$1\frac{1}{2}$ to 2	13B	2.30 2.30	N463B	2.80 2.80	R313B	3.20 3.20	EA313B	3.20 3.20

TERMS, ABBREVIATIONS, SYMBOLS, WEIGHTS AND MEASURES USED IN TRADE CATALOGS

A. A PARTIAL LIST OF WORDS DESCRIPTIVE OF THE MATERIALS ARTICLES ARE MADE OF, AS USED IN TRADE CATALOGS. These Words Not to be Abbreviated.

Alloy	Fabrikoid	Porcelain
Aluminum	Fibre	Rope
Antimony	German Silver	Rosewood
Applewood	Glass	Rubber
Asbestos	Gold	Silver
Babbitt Metal	Gutta Percha	Soapstone
Bamboo	Hardwood	Solder
Beechwood	Hickory	Spelter
Bone	Horn	Spun Brass
Boxwood	Indurated Fibre	Spun Copper
Brass	Iron	Stag
Cast	Cast	Steel
Wrought	Malleable	Carbon
Briar	Wrought	Cast
Bronze	Ivory	Crucible
Cast	Lead	Manganese
Wrought	Leather	Nickel
Burlap	Mahogany	Soft
Canvas	Manganese	Tool
Celluloid	Maplewood	Wrought
China	Muntz or Yellow Metal	Sterling Silver
Clay	Nickel	Stone
Cloth	Nickeloid	Terra Cotta
Cocobolo	Nickel Silver	Tin
Copper	Paper	White Metal
Corduroy	Papier Mache	Willow
Cotton	Pearl	Wire
Duck	Platinum	Wood
Ebony		Zinc

B. A PARTIAL LIST OF WORDS DESCRIPTIVE OF THE METHODS OF MANUFACTURE OF ARTICLES LISTED IN TRADE CATALOGS. These Words Not to be Abbreviated.

Annealed	Glued	Riveted
Beaded	Grooved	Rolled
Bent	Ground	Rounded
Beveled	Hammered	Screwed
Blasted	Hardened	Seamed
Blown	Hearth Drawn	Seamless
Bolted	Insulation	Sewed
Brazed	Jointed	Sharpened
Carved	Knurled	Soldered
Cast	Lock Seamed	Split
Cemented	Mitered	Spun
Corrugated	Mortised	Stamped
Crimped	Moulded	Stitched
Cut	Nailed	Tempered
Dovetailed	Oil Tempered	Threaded
Drawn	Perforated	Turned
Drilled	Pressed	Twisted
Drop Forged	Retinned	Welded
Edged	Rimmed	Woven
Forged	Ripped	Wrought

C. A PARTIAL LIST OF WORDS DESCRIPTIVE OF THE KINDS OF FINISHES APPLIED TO ARTICLES LISTED IN TRADE CATALOGS. These Words not to be Abbreviated.

Annealed	Enameled	Metallic	Plated
Antique	Etched	Mirror Polish	Polished
Bower-Barff	Frosted	Natural	Rough
Bronzed Iron	Galvanized	Nickel Plated	Shaded
Bronze Plated	Glazed	Oil Finished	Shellacked
Brushed	Gold Plated	Oil Rubbed	Sherardized
Burnished	Grained	Oxidized	Silver Plated
Coppered	Gun Metal	Painted	Stained
Copper Plated	Imitation	Phosphor Bronze	Tinned
Dipped	Japanned	Plain	Varnished
Ebonized	Lacquered	Planished	Weatherproof

E. A PARTIAL LIST OF WORDS DESCRIPTIVE OF MEASURES AND WEIGHTS WITH THEIR ABBREVIATIONS AS USED IN TRADE CATALOGS.

MEASURES AND WEIGHTS	Abbrevia- tions	MEASURES AND WEIGHTS	Abbrevia- tions
Ampere.....	Amp.	Inch.....	In.
Amperes.....	Amps.	Inches.....	Ins.
Board Feet.....	B. F.	Joule.....	
Centimeter—Gram—Second System.....	C. G. S. Units	Kilowatts.....	K.W.
Cable Length.....	C.L.	Meter.....	M.
Candle Power.....	C.P.	Mile.....	
Centigrade.....	Cent.	Millimeter.....	Mm.
Centimeter.....	Cm.	Minute.....	Min.
Chain.....	Ch.	Ohms.....	
Coulomb.....	Coul.	Ounce.....	Oz.
Cubic Centimeter.....	C.C.	Pound.....	Lb.
Cubic Meter.....	Cu.M.	Pounds.....	Lbs.
Cubic Millimeter.....	Cu.Mm.	Revolutions per Minute.....	R.P.M.
Cubic Yard.....	Cu.Yd.	Second.....	Sec.
Degree.....	Deg.	Square Centimeter.....	Sq. Cm.
Electric Motive Force.....	E.M.F.	Square Foot.....	Sq. Ft.
Fahrenheit.....	Fahr.°	Square Feet.....	Sq. Ft.
Feet.....	Ft.	Square Yard.....	Sq. Yd.
Foot.....	Ft.	Volt.....	
Foot Pounds.....	Ft.-Lbs.	Watt Hours.....	Watt-hrs. •
Horse Power.....	H.P.	Watt.....	
Hour.....	Hr.	Yard.....	Yd.
		Yards.....	Yds.

F. A PARTIAL LIST OF THE WORDS DESCRIPTIVE OF THE SELLING UNITS USED IN TRADE CATALOGS.

Per Assortment	Each	Per Pennyweight
Per Bag	Per Fluid Dram	Per Pint
Per Bale	Per Fluid Ounce	Per Quart
Per Barrel	Per Foot	Per Roll
Per Bolt	Per Gallon	Per Section
Per Bottle	Per Gill	Per Set
Per Box	Per Gram	Per Skein
Per Bucket	Per Gross	Per Tank
Per Bundle	Per Hogshead	Per Teaspoon
Per Bushel	Per Hundred—per 100	Per Thousand—per 1000
Per Canister	Per Hundredweight	Per Tierce
Per Can	Per Jug	Per Tin
Per Carload	Per Liter	Per Ton
Per Carton	Per Nest	Per Tray
Per Cask	Per Ounce	Per Tub
Per Crate	Per Package	Per Tube
Per Dozen	Per Pair	Per Yard
Per Dram	Per Peck	

G. A PARTIAL LIST OF THE SYMBOLS, MARKS AND SIGNS USED IN TRADE CATALOGS.

Asterisk.....*		Multiplied by.....x
Carriage—Insurance } C.I.F.		Percentage.....%
—Freight.....}		Plus.....+
Degree.....°		
Dollar.....\$		Roman Numerals..... { I, II, III, IV, V, VI, VII, VIII, IX, X, C, M, etc.
Equal to.....=		
Factory Shipment.....Ⓣ		Strength.....X, XX, XXX
Free on Board.....F. O. B.		Tin Plate.....IC, IX, IXX
Minus.....-		

H. TABLE OF WEIGHTS AND MEASURES.

AVOIRDUPOIS WEIGHT

27 11/32 grains make	1 dram.
16 drams make	1 ounce.
16 ounces make	1 pound.
25 pounds make	1 quarter.
4 quarters make	1 cwt.
20 cwt. make	1 ton.
2,000 pounds make	1 short ton.
2,240 pounds make	1 long ton.
14 pounds make	1 stone.
21 1/4 stones make	1 pig.
8 pigs make	1 lother.
100 pounds make	1 quintal.
5,760 grains apothecaries make	1 pound.
144 pounds avoirdupois equals 175 pounds apothecaries or troy.	

TROY OR JEWELERS' WEIGHT

24 grains make	1 pennyweight.
20 dwt. make	1 ounce.
12 ounces make	1 pound.

APOTHECARIES' WEIGHT

20 grains make	1 scruple.
3 scruples make	1 drachm.
8 drachms make	1 ounce.
12 ounces make	1 pound.

LONG MEASURE—LENGTH, DISTANCE

12 lines make	1 inch.
12 inches make	1 foot.
3 feet make	1 yard.
5 1/2 yards make	1 rod.
40 rods make	1 furlong.
8 furlongs make	1 mile.
3 miles make	1 league.
69 1/6 miles make	nearly 1 degree.
6,075 4/5 feet make	1 nautical mile.
2 1/2 feet make	1 military pace.
6 feet make	1 fathom.
47.42 feet make	1 knot.
3 inches make	1 palm.
4 inches make	1 hand.
6 inches make	1 span.

SURVEYORS' OR LAND MEASURE

7.92 inches make	1 link.
25 links make	1 rod.
4 rods make	1 chain.
10 square chains make	1 acre.
160 square rods make	1 acre.
640 acres make	1 square mile.
36 square miles make	1 township.

SQUARE OR SUPERFICIAL MEASURE

For Surfaces Having Length and Width Only

144 square inches make	1 square foot.
9 square feet make	1 square yard.
30 1/4 square yards make	1 square rod.
40 square rods make	1 rood.
4 roods make	1 acre.
640 acres make	1 square mile.

CIRCULAR MEASURE

60 seconds make	1 minute.
60 minutes make	1 degree.
30 degrees make	1 sign.
90 degrees make	1 quadrant.
4 quadrants make	1 circle.
360 degrees make	1 circle.
60 miles make	1 degree.

CLOTH MEASURE

2 1/4 inches make	1 nail.
4 nails make	1 quarter.
4 quarters make	1 yard.
1 1/4 yards make	1 aune.

CUBIC OR SOLID MEASURE

For all Bodies Having Length, Width and Thickness

1,728 cubic inches make	1 cubic foot.
27 cubic feet make	1 cubic yard.
128 cubic feet make	1 cord (wood).
40 cubic feet (shipping) make	1 ton.
2,150.42 cubic inches make	1 standard bushel.
268.82 cubic inches make	1 standard gallon.
231 cubic inches make	1 common gallon.
1 cubic foot makes	4/5 of a bushel.

DRY OR GRAIN MEASURE

2 pints make	1 quart.
8 quarts make	1 peck.
4 pecks make	1 bushel.
36 bushels make	1 chaldron.

LIQUID OR WINE MEASURE

4 gills make	1 pint.
2 pints make	1 quart.
4 quarts make	1 gallon.
31 1/2 gallons make	1 barrel.
2 barrels make	1 hogshead.

TIME MEASURE

60 seconds make	1 minute.
60 minutes make	1 hour.
24 hours make	1 day.
7 days make	1 week.
4 weeks make	1 lunar month.
28, 29, 30 or 31 days make	1 calendar month.
30 days make	1 month (interest).
52 weeks and 1 day make	1 year.
12 calendar months make	1 year.
365 days, 5 hours, 48 minutes, 49 seconds make	1 solar year.

West is later, East is earlier; 4 minutes for each degree, 60 miles

TABLE OF QUANTITIES

12 units or articles	1 dozen.
12 dozen	1 gross.
20 units or articles	1 score.
24 sheets paper	1 quire.
20 quires	1 ream.
2 reams	1 bundle.
5 bundles	1 bale.
Printer's token	250 sheets.

THE METRIC SYSTEM

Weight		
Metric Names	Number Grams	Avoirdupois Weight
Millier or tonneau	1,000,000	2204.6 pounds.
Quintal	100,000	220.46 pounds.
Myriagram	10,000	22.046 pounds.
Kilogram or kilo	1,000	2.2046 pounds.
Hectogram	100	3.5274 ounces.
Dekagram	10	0.3527 ounces.
Gram	1	.56432 drams.
Decigram	.1	.05643 drams.
Centigram	.01	.005643 drams.
Milligram	.001	.0154 grains.

Length

Myriameter	10,000 meters	6.2137 miles.
Kilometer	1,000 meters	0.62137 miles or 3,280 feet 10 inches.
Hectometer	100 meters	328 feet and 1 inch.
Dekameter	10 meters	39.37 inches.
Meter	1 meter	39.37 inches.
Decimeter	.1 of a meter	3.937 inches.
Centimeter	.01 of a meter	.3937 inch.
Millimeter	.001 of a meter	.0394 inch.

Surface

Hectare	10,000 square meters	2.471 acres.
Are	100 square meters	119.6 square yards.
Centare	1 square meter	1.550 square inches.

Capacity

Number Liters		Cubic Measure
Names		
Kiloliter	1,000	1 cubic meter.
Hectoliter	100	1 cubic meter.
Dekaliter	10	10 cubic decimeters.
Liter	1	1 cubic decimeter.
Deciliter	.1	1 cubic decimeter.
Centiliter	.01	10 cubic centimeters.
Milliliter	.001	1 cubic centimeter.

Names	Dry Measure	Wine Measure
Kiloliter	1.308 cubic yards.	264.17 gallons.
Hectoliter	2 bushels 3.35 pecks.	26.417 gallons.
Dekaliter	9.08 quarts.	2.6417 gallons.
Liter	0.908 quart.	1.0567 quarts.
Deciliter	6.1022 cubic inches.	.845 gill.
Centiliter	.6102 cubic inch.	.338 fluid ounce.
Milliliter	.061 cubic inch.	.27 fluid dram.

CATALOG DEPARTMENT ROUTINE

A. INSTRUCTIONS TO CHIEF COMPILER

1. General Supervision

The Chief Compiler has Entire Charge of the Compilation Division and is Responsible for the Supervision of all Catalog Work in Process of Being Compiled and Printed.

2. Correspondence

a. Form Letter Book

A Form Letter Book is to be kept by the Chief Compiler Containing a Copy of Every Form Letter Used by the Compilation Division. No Changes or Substitutions are to be made in such Form Letters or New Letters used Without the Consent of the Manager. A Supply of such Letters facsimiled are to be kept on hand for use.

b. Manufacturers' and Customers' Correspondence

All Incoming Mail from Manufacturers or Customers relating to Information or Engravings is to be given to the Chief Compiler for checking and distribution.

All Letters sent out to Manufacturers or Customers relating to Catalog Work are to be signed by the Chief Compiler. The Chief Compiler is to see that all Correspondence received is properly Filed for Reference.

When Correspondence is Dictated a Separate Letter for each subject is to be sent to the Manufacturer or Customer written to.

3. Work Tickets

a. Specifications

The Specifications for Making a Catalog will be Supplied to the Chief Compiler by the Assistant Manager. Such Specifications will be made up from the Catalog Contract and Carefully Checked and Verified before Work Tickets are Made Out.

b. Work Tickets for Dealers', Salesmen's and Department Catalogs

From the Contract Specifications the Chief Compiler is to make out a Separate Work Ticket for Each Kind of Catalog to be made for the customer, using Form C56 for this purpose. The Work Ticket consists of a Printed Envelope with Triplicate Sheets. The Envelope, Paper Ticket, and Office Ticket, when Correctly Filled Out are to be sent to the Order Department where such Tickets will Receive a Number and are then Entered and sent to their Respective Departments. The Catalog Department's Copy of the Ticket is retained for reference in a file for that purpose. Fifty Extra Copies of each Catalog Printed should be ordered for the use of the Catalog Department.

c. Rubber Name Stamps

A Rubber Name Stamp Showing the Customer's Name and the Ticket Number of the Job, is to be made as soon as the Work Ticket has been sent to the Order Department. All Data Sheets, Compiled Pages, Engravings, etc., used in a Catalog are to be stamped with the Customer's Name and Ticket Number.

d. Data Sheets for Customers

Upon Receipt of the Contract for a Catalog the Chief Compiler will promptly forward to the Customer a sufficient supply of Data Sheets Stamped with the Customer's Name and Job Ticket Number.

4. Reports and Records

a. Detailed Record of Jobs

A Detailed Record of the Catalog Jobs in Process of Making is to be kept by the Chief Compiler on Card Forms C20-21-22-23-24 and 25. These Record Cards show the Progress of Compilation and Composition, with Information Concerning Ordering and Receiving Materials Required to Print and Bind the Catalog.

b. Compiler's Report Form C12

For Each Page Compiled a Record is Made Out by the Compiler on this Card and attached to the Compiled Page. Such Cards are to be O. K.'d by the Compilation Editor if copy has been Written up Correctly, and then given to the Chief Compiler to File under the Job Name. When the Catalog being Compiled has been Completed the Cards are used as a Record to determine the Cost of Compilation.

- c. **Monthly Compilation Report Form C19**
At the End of Each Month the Chief Compiler is to submit to the Manager a Report made out on Form C19 showing a Detailed Record of the Amount of Work done for that Month on Each Catalog Job with an Individual Report showing the Total Number of Pages Compiled by each Compiler.
 - d. **Customer's Monthly Report Form C43**
The Chief Compiler will Submit to the Customer at the End of Each Month a Report on Form C43 showing in detail the Amount of Work done on His Catalog for that Month. A Duplicate of the Report is to be submitted to the Manager.
 - e. **Alteration Records Form C6**
The Chief Compiler is to see that the Alteration Time Records Form C6 are checked with Type Proofs received from the Composition Department and that the Alteration Time for such Job is Entered by the Utility Compiler on the Compilation Folio Record C18.
5. **Decisions on Compilation and Composition**
- a. **Layout of Pages**
Where a Complicated Situation Arises Concerning the Layout of a Page or the Use of Ruled Tabulation such Questions are to be decided by the Chief Compiler.
 - b. **Changing Make-up of Type Pages**
Where Pages have been Compiled and sent to the Composition Department and it is found that the Engravings Supplied with the Copy are a Trifle too large, or that the Copy is too Crowded to be set in Type as Layed out on the Compiled Page, such changes for Composition are to have the Approval of the Chief Compiler before being made.
6. **Makeup of a Catalog**
- a. **Preliminary Pages and Index**
The Preliminary Pages of a Catalog usually consist of a Blank Fly Leaf, Title Page, Copyright Notice; the General Statement to the Trade under such headings as, Introduction, To the Trade, Foreword, Preface, etc., Notice of Deliveries and Terms of Payment; Parcel Post Information, Freight Classifications; Advertisements or Special Information on Pages that would otherwise remain blank, and the Index, which is always to begin on a Right Hand or Odd Numbered Page in the Catalog. Such Preliminary Pages are numbered with Lower Case Roman Numerals. When the Catalog is divided into well defined sections each section should have a separate Title Page giving a Summary Index of the Contents of such section. The Discount Sheet showing the Discount given from the List Prices in the Catalog is usually printed on a Colored Bond Paper Perforated on one side and tipped in on the inside Front Cover of the Catalog.
 - b. **Proof Dummy of Catalog**
The Chief Compiler will see that there is kept in a Loose Leaf Binder a set of all the Proof Sheets Corrected and O. K.'d as returned by the customer. When all the Proof Sheets have been returned O. K.'d and Corrected the Dummy is to be Correctly Paged with a Numbering Machine and then sent to the Composition Department for Lockup and Printing. The Lockup Proofs will be submitted to the Chief Compiler for his O. K. before the Forms are sent to the Pressroom for printing.
 - c. **Binding and Shipping Catalogs**
When the Catalog is Printed the Chief Compiler will send to the Bindery a Dummy showing exactly how the Catalog is to be Bound, and when the Binding is completed Instructions are to be promptly sent to the Shipping Department concerning the manner of Packing and Freight Routing for Shipping Catalogs.
7. **Manufacturers' Representatives**
The Chief Compiler will Interview the Manufacturers' Representatives who call to give Information or Data about their Goods to be listed in Catalogs being Compiled. Such Data or Information should be entered at the Time of the Interview on the Data Sheets and Notes concerning the Articles made on Correspondence if it is in the Pending File. When the Chief Compiler so desires he may have the Data Sheet Editor adjust such matters with the Manufacturers' Representatives.

B. INSTRUCTIONS TO DATA SHEET EDITOR

1. Supervision of Catalog Files

a. Filing and Indexing Manufacturers and Jobbers Catalogs

All Catalogs received from Manufacturers and Jobbers are to be examined and then promptly marked for Proper Filing by the Data Sheet Editor. Detailed instructions concerning Indexing and Filing Catalogs are given on Page 71. Special Instructions received from Manufacturers concerning the Listing of their Goods in Trade Catalogs are to be noted by the Data Sheet Editor on the Catalog Index Cards. Special Cards are to be placed in the Catalog Card Index File when Manufacturers advise us that they do not issue a Catalog and supply no engravings for Trade Catalogs. Information concerning the Subsidiaries or Special Representatives of a Manufacturer are to be Cross Indexed in the Card Files. After being Indexed all Catalogs with Cards are to be examined by the Data Sheet Editor before placing the Catalogs in the Bins. The Data Sheet Editor will use every facility to keep the Catalog Files up-to-date by writing to Manufacturers for new issues of their Catalogs as they are announced in Trade Journals.

2. Correspondence

a. Form Letters

Practically all Correspondence relating to Information required from the Manufacturer or the Customer to Catalog goods properly is to be transacted by Form Letters provided for that purpose. The Data Sheet Editor will receive from the Chief Compiler such Manufacturers' or Customers' Correspondence received as applies to his division, and such letters are to receive prompt attention. Dictated letters are only to be used to cover such situations as arise about Information on Articles that cannot be practically handled through Form Letters. All mail answered by the Data Sheet Editor is to be Checked with a Blue Pencil. All Correspondence ready to be mailed at the end of the day is to be given to the Chief Compiler to sign.

b. Follow-up and Filing Correspondence

All Correspondence relating to a Catalog in Process of Compilation is placed in the Correspondence Files in a Separate Drawer for that Particular Catalog. The File Drawer is divided into Three Sections, namely, Pending, Customers' and Manufacturers' Correspondence. The Pending Correspondence is Indexed by the Days of the Month 1 to 31. In this Section is placed all Correspondence relating to the Data Sheet Information awaiting reply or requiring further attention. When Correspondence is no longer pending it is transferred to the Jobbers' or Manufacturers' Section of the Drawer. The Customers' Correspondence is placed in folders and Indexed by Months. The Manufacturers' Correspondence is Filed Alphabetically.

Editing Data Sheets

a. Classification of Data Sheets

When the Filled in Data Sheets Numbered Numerically by Sections are received they are promptly arranged according to the Classification that it has been decided to use, and then placed in the Data Sheet Files for Editing.

b. Checking Data Sheets

The Data Sheets are Carefully Checked and Edited to ascertain whether they show Sufficient Information to Proceed with the Compilation of the Copy and the Data Sheet Editor gets together all the Essential Information wherever it may be procured and enters it on, or attaches it to, the Data Sheets. A Complete Section of Data Sheets is Edited at a Time, and the Editing of a Section should not be undertaken until all the Data for such Section has been received from the Customer.

c. **Ordering Manufacturer's Catalogs**

The Data Sheets are first Checked with the Manufacturers' Catalog Card Index to ascertain whether the Catalog required in Compiling the Copy is to be had from our Catalog Files. If the Manufacturer's Catalog is in our Files such Information giving the Bin Number with the Book Number of the Catalog is indicated opposite the Item on the Data Sheet in the Space marked "Bin Number" and "Book Number." When required to list certain Articles of a Manufacturer whose Catalog is not in the files, the Data Sheet Editor will send out Form Letter C-3 or C4 requesting Complete Catalogs or Circulars from the Manufacturer. A record of such letters will be placed in the Pending File for follow-up. When the Catalog requested is not received Form Letters C-5 and then C-6 are sent as follow-ups at intervals of about ten days. A record of all Letters is indicated on one slip in the Pending File. Another record of Catalog Requests is Filed Alphabetically and No New Request for a Catalog is sent out until it is checked with the file so duplicate requests emanating from other divisions may not get into the files through error. All records are to be discarded on receipt of the Catalog ordered or advice from the Manufacturer that he does not issue a Catalog or that his supply is exhausted. When all the Catalogs for a Section that is to be compiled are received and Checked Up a List is made of them and the File Clerk removes such Catalogs from the Files and gives them to the Data Sheet Editor. Each Item on a Data Sheet is then Checked with the Manufacturer's Catalog, and the Page Number in such Catalog that illustrates and describes the article to be Cataloged, is inserted in the Column marked C. P. N. When the Data Sheet contains items to be Cataloged that appear in a Catalog We Have Compiled and Printed, the Rack Number of such Page is to be Entered on the Data Sheet.

d. **Ordering Information from Manufacturers**

When Accurate and Comprehensive Information About an Article to be Cataloged is not given in a Manufacturer's Catalog, or no Information about it can be found in some other Catalog in our Files, the Request for Information Form C15 is written out in Duplicate, and the Original is sent direct to the Manufacturer of the Article requesting Detailed Information so that the Article may be Accurately Compiled. The Duplicate of the Request for Information is placed in the Pending File for follow-up in about ten days, and when the Original is returned by the Manufacturer Filled in with the Information as Requested, the Duplicate is removed from the file and destroyed and the Original is attached to the proper Data Sheet. When Form C15 is returned Only Partly Filled In, it is returned to the Manufacturer with Letter I-4 but the Information that has been filled in is first noted on the Duplicate Form. If no Information is received by the time the Duplicate comes out of the Pending File for reference Letter I-3A is sent and the Duplicate is so Marked and Re-filed for Reference about ten days ahead, and Letter I-5 is sent with a copy of our Original Form and the Duplicate is Again Filed Ahead with Notation to that effect. If no response can be obtained from the Manufacturer Information is sought from other sources or the Jobber is notified of conditions.

e. **Making Out Engraving Memorandum Form C-57**

The Data Sheet Editor when Editing Data Sheets will make out the Necessary Information for Ordering Engravings on Form C-57 and give this Memoranda to the Engraving Clerk. Such Memorandum will state in detail what is required, giving the Ticket Number; Data Sheet Number and the Compilation Folio Number, if the page has been compiled. As rapidly as the Engravings are received the Engraving Clerk will have proofs pulled, copies of which will be given to the Data Sheet Editor to attach to the proper Data Sheet.

f. **Incorrect Data and Discontinued Articles**

When Data is received from the Customer that is Incorrect, it is to be referred back for Correction to the Customer by the Data Sheet Editor. When Articles that the Manufacturer has Discontinued Making are entered on the Data Sheets, the customer is to be so informed by sending Form Letter J-1, or if the Article has been Compiled Form Letter J-1a is to be sent.

g. Symbols on Data Sheets

When the Catalogs, Information, Engravings, etc. are Ordered and Received the Items on the Data Sheets are Checked in colored pencils with Certain Symbols as described below:

Not Listed in Catalog. This Symbol placed against an item in the body of a
 + Data Sheet indicates that the item does not appear in the Manufacturer's
 (Green) Catalog in our files and that descriptive matter, circulars or a later catalog
 has been requested.

⊕ **Information not Listed Received.** This Symbol indicates that Information
 (Green) not Listed has been Received.

+ **Specific Information Ordered.** This Symbol placed against an item in the
 (Green) column marked "I" on the Data Sheet indicates that complete Information
 concerning Material, Finish, Dimensions, Weights, Packing, Prices, etc.
 that could not be obtained from our files has been requested on Form C-15.

⊕ **Specific Information Received.** This Symbol indicates that the information
 (Green) as requested on Form C-15 has been received.

+ **Engraving Ordered.** This Symbol placed against an item in the column
 (Red) marked "E" on the Data Sheet indicates that memoranda of a suitable
 Engraving to illustrate the item has been given to Engraving Editor on
 Form C-57.

⊕ **Engraving Received.** This Symbol indicates that Proof of a suitable Engrav-
 (Red) ing has been received and is filed with the Data Sheet and that name of Job-
 ber, Data Sheet No. and the Cabinet Drawer No. in which Engraving is
 Filed is written on the Proof.

+ **Catalog Ordered.** This Symbol placed against a Manufacturer's Name
 (Blue) on the Data Sheet indicates that Catalog of that Manufacturer is not in
 our files and has been Requested.

⊕ **Catalog Received.** This Symbol indicates that Catalog Requested has been
 (Blue) received and properly filed. The item in the Catalog will be checked with
 the Customer's Name in whose catalog it is to appear.

C **Wrote Customer.** This Symbol placed against an item on the Data Sheet
 (Blue) indicates that a letter concerning the item has been written to the Jobber.

Ⓢ **Response Received from Customer.** This Symbol indicates that Customer
 (Blue) has disposed of the question concerning the item. Date of response is
 noted alongside of Symbol.

M **Wrote Manufacturer.** This Symbol placed against an item on the Data
 (Blue) Sheet indicates that a letter concerning the item has been written to the
 Manufacturer.

Ⓜ **Response Received from Manufacturer.** This Symbol indicates that
 (Blue) Manufacturer has disposed of the question concerning the item. Date of
 response is noted alongside of Symbol.

h. Filing Data Sheets

1. Edited Data Sheets

When the Data Sheets for the Section of a Catalog have been Edited and all the Information and Engravings received the Section is to be filed in its proper place in the Data Sheet Files and the Chief Compiler informed that such completed section is ready to be compiled.

2. Cancelled Data Sheets

When the Customer cancels a Data Sheet such sheet is marked "Cancelled" and Date of Jobber's letter is noted thereon. Data Sheets thus cancelled are filed numerically in the space reserved for them in the Data Sheet Files.

3. Compiled Data Sheets

Each Item on a Data Sheet as it is Compiled is to be Checked and when the Compiled Page has been passed by the Compilation Editor the Data Sheets are returned to the Data Sheet Editor and Filed Numerically in the space reserved for them in the Data Sheet Files.

4. Information Memoranda Form C-15

When an Information Memorandum has been returned by the Manufacturer completely filled out and then checked with the Data Sheet it is Filed Numerically in the Section of the Data Sheet File to which it applies. When Information contained on Form C-15 has been Compiled, the Compiler checks the Memorandum with his Initials and returns it to the Data Sheet Editor to be Filed Alphabetically under Manufacturers' name, in the section of the Data Sheet Drawer reserved for that purpose.

C. INSTRUCTIONS TO ENGRAVING CLERK

1. Correspondence

a. Form Letters

The Set of Form Letters and Post Cards prepared for the purpose and covering nearly all Situations that arise in Ordering of Engravings are to be used to carry on Correspondence with Manufacturers and Jobbers requesting Engravings. All Form Letters and Dictated Correspondence relating to Engravings is to be signed by the Chief Compiler. Dictated Correspondence is to be Reduced to the Minimum and is only permissible where a situation arises that requires sending the Manufacturer or Jobber detailed information concerning the Engravings that are wanted.

b. Follow-up and Filing Correspondence

All Correspondence relating to Engravings that requires a reply is to be Filed in the Jobbers' and Manufacturers' Correspondence Pending File in such a manner as to bring it to the Engraving Clerk's attention in Ten Days provided no response has been received in the meantime. Duplicates of Requests for Engravings should not be Filed with the Correspondence but are to be Filed in the Pending Receipt File. All Mail Answered by the Engraving Clerk is to be Checked with a Red Pencil. When matters have been settled the Correspondence should be checked as being completed and Filed in the Jobbers' and Manufacturers' Transfer Files.

2. Ordering Engravings

a. Engraving Memorandum Form C-57

The Engraving Clerk will receive from the Data Sheet Editor the Proper Information concerning Engravings to be Ordered. This Information will be entered on Engraving Memorandum Form C-57 and will state in detail what is required, giving the Name and Address of the Manufacturer, Size of Engraving, Name of Customer, Ticket Number, Data Sheet Number and the Compilation Folio Number, if the page has been Compiled. The Engraving Memoranda should be dated and filed in the Engraving Clerk's File, after the Engravings have been ordered, and followed up every ten days.

b. Request for Engravings Form C-29

All Orders sent to Manufacturers for Engravings to Illustrate their goods are to be made out in Duplicate by the Engraving Stenographer on Requests for Engravings Form C-29. The Original is to be sent to the Manufacturer and the Duplicate is to be Filed in a Loose Leaf "Pending" Binder provided for that purpose. A separate Engraving Order Binder in which to File the Duplicate Requests for Engravings is to be used for each Catalog Job.

c. Size of Engravings

Engravings are to be ordered from the Manufacturer as near Uniform in Size as is practical. For Hardware Catalogs, with Columns $3\frac{1}{2}$ inches wide, engravings should not be greater than $3\frac{1}{4}$ inches in width, or if for use on a Page Basis should not be larger than $6\frac{1}{2}$ inches in width, the height in each instance being in proportion. The Engravings for Mill, Plumbing, Electrical, Auto Supply or Mail Order Catalogs should not exceed $2\frac{1}{4}$ inches in width for use in Columns $2\frac{1}{2}$ inches wide, or be more than $4\frac{1}{2}$ inches wide where used on a Page Basis. Good judgment should be used when specifying Sizes in Ordering Engravings, for should the Engraving used in the Manufacturer's Catalog be a trifle smaller or larger than the sizes herein specified they should be ordered the same as the Manufacturer's Catalog size if practical to use them. No Plated Matter supplied by Manufacturers is to be used in Trade Catalogs except with the approval of the Chief Compiler.

d. Receiving and Checking Engravings

All Packages received containing Engravings are to be promptly placed on the Engraving Layout Table and properly checked off by Layout Clerks against the Duplicate Orders filed in the Binders. All Engravings received of Correct Size are to be checked on the Duplicate Order with a Red Check Mark. The Duplicate of the Request for Engravings is then stamped "Received," together with the date, for which a rubber stamp is provided, and filed in the Loose Leaf "Received" Binder.

e. Marking Engravings

If the Engravings Received are as Ordered and Correct in Size the Customer's Name and Ticket Number is then Stamped on the Side of the Engraving, and where the Number of the Article the Engraving is to illustrate is indicated on the Duplicate Engraving Order, such Number should be Written on the Side of the Engraving.

f. Pulling Proofs of Engravings

After Checking and Marking the Engraving a proof is pulled on uniform size sheets of paper provided for that purpose. The Proof is to show the Jobber's Name and Ticket Number, Data Sheet Number and if the page has been Compiled the Compilation Folio Number is to be indicated. The Drawer Number of the Cabinet in which the Engraving is Filed is also to be written on the Proof Sheet. The Proofs are then given to the Data Sheet Editor to be Filed with the Data Sheets or Compiled Copy.

g. Filing Engravings in Cabinets

All Engravings are to be Filed in the Engraving Cabinets. The Drawers of the Electrotpe Cabinets are Numbered Consecutively from 1 to 288. Two Cabinets containing 36 Drawers are to be used for each Hardware Catalog Job. One Cabinet of 18 Drawers is to be used for each Mill, Electrical, Plumbing or Automobile Supply Catalog. One Cabinet of 18 Drawers Numbered from 1 to 18 Inclusive is to be used Exclusively for such Engravings as are used for printed forms and advertising matter belonging to the Catalog Department.

h. Manufacturer's Invoices for Engravings

When Manufacturers send us Invoices for the Engravings they supply, such Invoices are to be returned to Manufacturers (unless the Engravings, for which the Bill is sent, were ordered for general use and not for any particular Catalog), together with a Form Letter E-3 requesting them to transfer the charge and send Invoice to our Customer. Where the Invoice is merely a Memorandum Record from the Manufacturer of having sent us the Engravings Ordered such Memorandum Invoice is to be filed for future reference.

3. Making Engravings

a. Order for Engravings Form C-11

When Engravings are received that are larger than the Size Ordered, an "L" is written opposite the item on the order. Form Letter No. E-2 is then sent to the Manufacturer explaining that Engravings are too large for our purpose and to send us Engravings the Size Specified or to sign our Order Form C-11 Authorizing us to Make Reductions at his Expense. If the Manufacturer will not supply an Engraving of the size required the Engraving Clerk is then to send Form Letter No. E-7 to the Customer explaining that the Manufacturer will not supply us with the Proper Size Engraving and enclose an Order for Engraving Form C-11 to sign which authorizes us to proceed and have the proper size Engravings made at the Customer's expense. The Duplicate Order is retained by the Customer for his Files.

b. Billing Engravings

When quoting prices for making Engravings either to the Customer or Manufacturer such quotations must be submitted to the Chief Compiler for approval. All Memoranda for Billing Engravings to the Manufacturer or the Customer are to be submitted to the Manager for his signature before being sent to the Accounting Department and such Memorandum is to be stamped with the Ticket Number of the Job. A Proof of the Engraving is to be attached to the bill.

c. Photographs, Drawings, Illustrations and Samples of Goods

Where the Manufacturer or the Customer sends to us Photographs, Drawings Illustrations or Samples of the Goods to use for the making of Engravings they are to be preserved carefully and promptly returned after the Engravings have been made.

4. Lifting Engravings From Standing Type Pages

Engravings that are Set in the Standing Type Pages of One Catalog Are Not to be Lifted for use in Another Catalog without the approval of the Chief Compiler. In such cases where an Engraving is lifted an Electrotyped Duplicate should be made to replace the one removed. This applies only to Standing Type Pages Filed in the Racks and not to Locked-up Forms on the Press or Forms ready for Printing. Engravings in such cases are not to be lifted under any circumstances.

5. Returning Engravings to Manufacturer

A number of Unused Engravings are always left over after a Catalog has been Completed. Such Engravings are to be returned shipping charges collect to the Manufacturer or to the Customer from whom they were received. Engravings that cannot be used for our purpose are to be returned to the source that supplied them. They are: 1. Engravings that are too Large. 2. Engravings from which Zinc Reductions have been made. 3. Original Halftone Engravings and Woodcuts. Electrotypes duplicates are to be made by us from the two latter kinds of Engravings for our use. When returning Engravings a special Form Letter No. E-19 or E-20 is sent to the Manufacturer informing him that we are returning Engravings sent us and requesting him to acknowledge receipt of the Engravings. Two Proofs should be pulled of every Engraving returned to a Manufacturer or Customer, one to be attached to the letter and the other to be Filed for our Record. On these proofs should be written the date the Engraving was returned and the Manufacturer's Name and Address. When acknowledgment from Manufacturer is received it is to be attached to Office Proof and Filed. Engravings returned to Manufacturers at their request or at the request of the Customer are to be sent collect. When Engravings from which we have made Duplicates or Reductions and New or Original Engravings are to be sent to the Manufacturer, the postage should be added to the bill for making the Engravings.

D. INSTRUCTIONS TO COMPILATION EDITOR

1. Editing Compiled Pages

a. Checking with Data Sheets

The Compilation Editor is to Carefully Check the Compiled Pages with the Data and Information Sheets and ascertain whether each item on the page has been Accurately Compiled with Correct Illustrations and Corresponds to the Data as sent in by the customer. No Compiled Page is to be Passed unless it Conforms with the Instructions for Unit Compilation. All Errors in Spelling, Grammar, Phraseology, Capitalization and Punctuation are to be Corrected before the pages are passed and marked with the Compilation Editor's O. K.

b. Compilation Folio Record Form C18

On this form is kept a Record of each Page Compiled and Set in Type. All the Entries on this Form are made by the Compilation Editor, and a Separate Folio Record is kept for each Catalog being Compiled. When a Compiled Page has been Edited and Corrected and Marked O. K. the Compilation Folio Number is then to be Entered in the First Column of Form C18 in Red Ink.

c. Sending Compiled Pages to Customer for O. K.

When a Section of a Catalog has been Compiled and the Copy Edited and Corrected the Compilation Editor is then to send the Pages of such Compiled Section to the Customer for O. K. or Additional Correction. The Date the Pages are sent and returned is to be Entered on the Compilation Folio Record.

d. Sending Pages to Composition Department

No Compiled Page is to be sent to the Composition Department to be Set in Type until all the Engravings for such Page have been received. The compiled page also must be Edited, Corrected, Entered on the Compilation Folio Record; Marked for Composition; and O. K.'d by the Customer or the Chief Compiler.

When the Compiled Pages with all the Engravings wrapped in packages are ready to be sent to the Composing Room the Compilation Editor will so advise the Chief Compiler.

2. Marking Copy for Composition

All Compiled Pages before being sent to the Composition Department for setting in type are to be Marked in Red Ink as per the Type Style Sheet and according to the Instructions given for Unit Compilation.

3. Proof Sheets

a. Checking Proof Sheets for Errors

When the Proof Sheets attached to the Compiled Copy are returned to the Catalog Department the Compilation Editor is to Check such Proofs with the Compiled Copy for Errors and in Particular to Observe Whether the Engravings are Correct and in their Proper Position and Correspond with the Descriptive Text Matter.

b. Filing Proof Sheets in Binders

Two Sets of Proof Sheets of each Catalog are to be retained, each Set in a Loose Leaf Binder. The Set of Stamped Proof Sheets with Copy Readers' Corrections and showing the Customer's O. K. or Corrections are to be used as the Final Proof Dummy to be sent to the Composition Department for Lockup and Printing. The Additional Set of Proof Sheets, Marked with all Alterations to be made, are to be kept for reference.

c. Alterations in Proof Sheets

Each Corrected Proof when returned by the Composition Department will have Attached to it the Duplicate of the Alteration Time Slip Form C8. This form is filled in by the Compositor and the Original retained by the Composition Department and shows how much time was required to make the Alterations Marked on the Corrected Proof Sheet. The Compilation Editor enters on the Compilation Folio Record the Time shown on the Alteration Slip for First, Second and Third or Lockup Alterations and then attaches the slip to the Corrected Proof Sheet to be sent afterwards to the customer, who retains the Duplicate Alteration Time Slip as a Record of the charges made for Alterations on such Corrected Proof.

d. **Sending Proof Sheets to Customer**

When a Section of a Catalog has been set in Type the Proofs in Duplicate for such Section are then sent to the Customer to O. K. or make Corrections. The Date the Proofs are sent and Returned is to be entered on the Compilation Folio Record. All of the Original Corrected Proofs are to be returned to us, but the Duplicate Proofs are retained by the customer and placed in the Loose Leaf Binder loaned for that purpose. Every Original Corrected Proof is to be retained by the Compilation Editor in a Separate Loose Leaf Binder for Use in Checking Total Alteration Costs when the Catalog is Completed.

4. **Making the Index**

The Making of Indexes for Catalogs is to be Supervised by the Compilation Editor. Utility Compilers are to write out the Index Slips. The Index is not to be Prepared until all the Compiled Pages of a Catalog are set in Type and have received their Final Page Folio Numbers for printing. The Instructions for Indexing are given on Page 28.

INSTRUCTIONS TO UTILITY COMPILERS

a. **Recompiling Copy**

When the Compiled Pages for a Section of a Catalog have been returned by the customer with Corrections or Additions indicated, such pages are to be turned over by the Compilation Editor to the Utility Compilers to Correct or Recompile as may be necessary.

b. **Marking up Proof**

The Type Page Proofs as returned by the customer with Corrections and Alterations made are to be Carefully Checked by the Utility Compilers and Such Corrections and Alterations also made on the set of Proofs retained by the Catalog Department for reference use. After the Proofs have been Corrected and returned by the Composition Department with the Time Charges for Alterations indicated on the Proof Alteration Record Form C-6 such Time Charges are to be entered by Utility Compilers on the Folio Record Form C-13.

INSTRUCTIONS TO ENGRAVING LAYOUT CLERKS

1. **Layout of Engravings for Compiled Pages**

After the Compiled Pages have been Checked and Edited by the Compilation Editor they are to be turned over to the Layout Clerks who are to Layout and Check the Engravings for each Page. The Illustrations pasted on the Compiled Page will Indicate the Cabinet Drawer Number in which the Engraving is filed. A Number is to be placed on the copy opposite the Illustration and this Number is then to be indicated on the Side of the Engraving for that Illustration. Illustrations will occasionally appear on the Compiled Pages that have been cut out of the Manufacturer's or some other catalog, and frequently a blank space for an Illustration will appear, the Engraving not having been received at the time the Page was compiled. In such a case either the Layout Clerk or Utility Compiler is to refer to the Engraving Request Binders. If Engraving has not been received a Memorandum is to be made out and given to the Engraving Clerk to follow up. If Engraving has been received the Compiler's proof is to be pasted in its proper position.

2. **Wrapping Engravings in Packages for Composing Room**

After all the Engravings have been placed on a Compiled Page and properly marked they are to be wrapped in one package and the Customer's Name and Ticket Number stamped with Compilation Folio Number on the outside of the package. Engravings thus wrapped in Packages are to be placed in a Box or Bin and the Compiled Pages returned to the Compilation Sheet Editor.

G. INSTRUCTIONS TO CORRESPONDENCE DIVISION

1. File Clerk

a. Sales Correspondence File

All Sales Correspondence is Placed in a Folder and Filed Alphabetically. The Folder shows on the Tab the Name and Address, Commercial Rating and Kind of Business the Prospect is engaged in.

If an Estimate has been submitted the Folder is Stamped with the word "Estimate." All Sales Correspondence of the Previous Day for Filing is to be properly placed in the Files by the Filing Clerk, and no one is to have access to the Sales Correspondence Files without the Manager's permission.

A Memorandum of such Letters as are to be removed from the Sales Correspondence File for Follow-up will be given to the File Clerk by the Assistant Manager. When an Estimate for a Catalog has been accepted the Correspondence Folder for such Customer has a Yellow Label placed on the Tab.

b. Estimate File

The Duplicate Copy of Each Estimate sent out for compiling and printing a Catalog is placed in an Envelope and Filed Alphabetically in the Estimate File. Each Estimate Envelope has written on it the Name and Address of the Prospect, Date, Quantity and Kind of Catalog Estimate has been submitted for.

c. Catalog Files and Catalog Card Index

Filing and Indexing Manufacturers' Catalogs

The File Clerk is responsible for the Proper Filing and Card Indexing of each Catalog received from a Manufacturer or Jobber. Where practical to do so Catalogs are to be filed the same day as received. When Catalogs are received refer to the Catalog Card Index and see whether we have a copy of such Catalog, so as to Avoid Placing Duplicates in the Files. Care must be taken that a Manufacturer's Catalog be not Discarded if of Later Date than the Copy in the Files.

Duplicate Manufacturers' Catalogs

When Duplicate Copies of Catalogs are received from a Manufacturer, only one is Indexed and Filed in the Bin, the other being placed in a Bin under the compilation table set aside for that purpose.

Sizes and Binding of Manufacturers' Catalogs

Catalogs are to be Filed in the Catalog Bins according to their Size and Style of Binding. All Cloth or Leather Bound Catalogs of the Same Size are grouped together in one set of Bins. All Paper Bound Catalogs of the Same Size are also grouped together in one set of Bins.

When two Catalogs of Different Sizes are received from the Same Manufacturer, they are Filed in the Bin in which they belong according to Size and Binding and given their Different Bin Numbers, but Indexed with the Same Book Number, affixing the letter A or B after the Book Number. Each Catalog in such a case is to have a Separate Index Card made for it and Cross Reference made on the Card to Catalog A, B, etc.

When several Thin Catalogs of the Same Size are received from the same Manufacturer they may be Clamped Together and given One Book Number. On the Catalog Index Card in such a case, however, the Separate Title of each of the Catalogs Clamped together must be entered.

Removing and Replacing Catalogs on Shelves

Catalogs are not to be Taken from or Replaced on the Catalog Shelves except by the Filing Clerk. Requisitions for Catalogs when required for use in compiling will be made out by the Data Sheet Editor or Compilers and given to the File Clerk, who will promptly deliver such Catalogs as the Requisition calls for.

Catalog Index Cards—Form C-8

An Index Card is made out on Form C-8 for each Catalog received and placed in the Catalog Bins, and such Cards are then Filed Alphabetically in the Catalog Card Index Cabinets. On the Card is noted such Information as follows:

1. Correct Name and City and Street Address of Manufacturer or Jobber.
2. Number of the Bin in which the Catalog is Filed.
3. Individual Book Number of the Catalog.
4. Name and Address of Special Representatives or Subsidiary Concerns if any.
5. Title and Manufacturer's Number of Catalog.
6. Class of Goods Made.
7. Date of Issue of Catalog.
8. Lines of Merchandise Manufactured.

Stamping and Labeling Catalogs

The first inside page of the Catalog is stamped in the Upper Right Hand Corner with the Bin and Book Number. A Label is then Pasted on the Upper Right Hand Corner on the outside of the Front Cover showing the Bin Number, and a similar Label is pasted on the Backbone of the Catalog showing the Book Number.

Numbering Manufacturers' Catalogs

All Cloth and Leather Bound Catalogs are numbered from 0001 to 25,000 and Filed in the Catalog Bins Numbered from 1 to 168, Inclusive.

All Paper Bound Catalogs are Numbered from 25,001 to 50,000 and Filed in the Catalog Bins Numbered from 169 to 336, Inclusive.

All Circulars, Folders, Pamphlets, Leaflets, etc., are placed in Envelopes, Stamped in the Upper Right Hand Corner showing the Bin Number and the Catalog Number. Such Envelopes are numbered from 50,001 to 75,000 and Filed in Catalog Bins Numbered from 341 to 440 Inclusive. Each Circular is Stamped the Same as the Envelope Container so that they may be taken out when needed and then replaced in their Proper Envelope. When a Circular, Folder, Pamphlet, etc., is received from a Manufacturer and a copy of his Catalog is in the Files, paste the Circular or Folder in his Catalog, and then make Entry of Title or Circular on Index Card. Should the Manufacturer's Catalog be a Booklet of but Few Pages with Loose Circulars enclosed, File it in an Envelope and note on Catalog Index Card that the Envelope contains a Booklet and Various Circulars.

Special Information on Catalog Index Cards

When advised by a Manufacturer that he does not issue a Catalog but will send Information or Engravings upon request, this information is to be entered on Catalog Index Card Form C-8. If the Manufacturer does not sell through Jobbers, nor supply Engravings, and writes that Information concerning goods of his Manufacture must be obtained from his New York Office, such Information should be noted on the Catalog Index Card.

Filing Trade Catalogs

Trade Catalogs are Filed in the Trade Catalog Bins which are numbered from 1 to 120, Inclusive. Such Catalogs are given Book Numbers from 0001 up. These Bin and Book Numbers are the same as those for Cloth and Leather Bound Catalogs Filed in the Manufacturer's Catalog Bins; it is therefore necessary to stamp each Trade Catalog Index Card with the word "Jobber." When Duplicate copies of a Trade Catalog are received they are retained and placed in the Files, both being given the same Book Number but with the letters A, B, etc., affixed to the Book Number.

2. DATA SHEET STENOGRAPHER

a. Compilation Correspondence

The Chief Compiler gives Incoming Mail relating to Information and Catalog Requests to the Data Sheet Stenographer to get the Previous Correspondence from the Pending File and Attach it to the Letters. Manufacturer's Correspondence which is checked with a Blue Pencil is no longer pending and is transferred to the Manufacturer's Alphabetical File. A Separate Drawer is used for each Catalog Job. In the front of the Drawer is Filed behind Numerical Guides from 1 to 31 for the Days of the Month, all Dictated Correspondence with Manufacturers or a Customer relating to Requests for Information, Catalogs and Engravings. Such Correspondence is Filed behind the Guide Marked Ten Days Later than it is Dated, at which time, it is to come up for Refer if it has not been answered in the interval. Customers' Correspondence that is no longer active is Filed immediately in back of the Pending File in Folders according to the Months of the Year. Correspondence with Manufacturers that is no longer active is Filed in the rear of the Drawer behind Alphabetical Guides.

b. Catalog Requests

All Catalog Requests are supplied to the Data Sheet Stenographer written out on 3x5" Cards. Before Filling in the Form Letters Ordering Manufacturers' Catalogs such Catalog Request Cards are Checked with the Pending Requests for Catalogs sent to the Manufacturers and with the Catalog Card Index so as not to send out Duplicate Requests for the same Catalog. A Tickler Slip in Duplicate is then made out, one of which is placed in an Alphabetical Index kept in a Tickler Box on the Data Sheet Stenographer's Desk, and the other is put in the Pending File for Refer in Ten Days if the Catalog has not been received before that time. Both Slips are removed and attached to the Catalog when it is received. The Tickler Slip is taken from the Pending File and attached to any letter which is received regarding Information Request and filed with the letter in the Manufacturer's Correspondence File.

c. Information Requests

Memorandum Requests for Information are made out on Form C-10 with the Correct Name and Address of the Manufacturer by the Data Sheet Editor and are then given to the Data Sheet Stenographer to be typewritten in Duplicate on Form C-15. The Original is sent to the Manufacturer and the Duplicate is placed in the Pending File with the Job for which the Information is wanted. After the Requests have been returned with the proper Information noted thereon the Duplicates are removed from the Pending File, attached to the Original and given to the Data Sheet Editor.

3. ENGRAVING STENOGRAPHER

a. Engraving Correspondence

The Chief Compiler gives the Incoming Mail relating to Engravings to the Engraving Stenographer, who attaches Previous Correspondence to it and then checks it with Requests for Engravings Filed in the Customers' Binder. It is then given to the Engraving Clerk for his attention or Placed in the Pending File on the Engraving Layout Table. Form Letters relative to Engravings are filled in by the Engraving Stenographer as per instructions given by the Engraving Clerk. All Dictated Letters are Filed Ten Days Ahead, to be taken up Ten Days after they are written, provided the Manufacturer does not reply in the meantime. After the Engravings Ordered are received and no further Correspondence is necessary the letters are then Filed Alphabetically in the Transfer File back of the Daily Refer File. All Engraving Correspondence is Filed by the Engraving Stenographer.

b. Engraving Requests

Memorandum Requests for Engravings made out on Form C-57 are given to the Engraving Stenographer by the Engraving Editor. Such Memoranda is then typewritten on Request for Engravings Form C-29 in Original and in Duplicate on Form C-48. The Original Request is mailed to the Manufacturer and the Duplicate is Filed in the Customers' Binder. The Engraving Memorandum Form C-57 after being checked and dated are also to be filed alphabetically in the Engraving Memorandum File. After Ten Days these Memorandums are followed up first by a Postal Card Notice and then if no response is received by a Form Letter E-5.

c. Orders for Making Engravings

Orders for Making Engravings are typewritten by the Engraving Stenographer from Memorandums supplied by the Engraving Editor. Order for Engravings Form C-11 is made out in Original and Duplicate. Order for Making Engravings Form C-40 is made out in Triplicate, Form C-39 Request for Estimate for Making Engravings to be the triplicate, and which is used primarily as an Office Record. Upon completion Form C-39 and all attached matter that is essential to complete the Record is Filed in the Order for Making Engravings File. It is Filed Alphabetically under the Customer's Name.

INSTRUCTIONS TO MANUFACTURING DEPARTMENTS

A. INSTRUCTIONS TO THE COMPOSITION DEPARTMENT

1. Copy and Engravings

All the Copy and Engravings for Catalogs prepared by the Catalog Department will be delivered to the Foreman of the Composing Room by the Catalog Department Engraving Clerk. Each compiled page will show proofs of the actual engravings that are to be used.

2. Numbering Illustrations and Engravings

Each Illustration shown on the Compiled Copy will be Numbered and a Corresponding Number will show on the Side of the Engraving together with the Compilation Folio Number of the page on which it is to be used.

3. Missing Engravings

In such instances where we are unable to supply an Engraving with the copy a space will be ruled off on the Compiled Sheet showing the Exact Size of the Engraving that is to be used with an "X" mark opposite indicating that such Engraving is missing. Where an Engraving is missing it will be sent to the Composing Room as soon as it is received by the Catalog Department.

4. Manner in Which Engravings are Sent to Composing Room

All Engravings to be used on a page will be Wrapped in a Package and the Compilation Folio Number and the Name of the Customer and Ticket Number of the job will be indicated on the wrapper.

5. Catalog Sizes

We make Trade Catalogs in Two Type Page Sizes only, although the Trimmed Page Size may vary within practical limits to suit the customer's wishes.

The Standard Sizes are as follows:

Kind of Catalog	Trimmed Page Size	Type Page Size Picas	Width Columns Picas	Actual Width Type Matter in Column	MARGINS			
					Top	Bottom	Binding	Fore
Mill, Plumbing and } *Auto Supply.....	6½x9¼"	30x49	15	14½ Picas	½"	⅝"	⅝"	½"
Electrical.....	7x10"	30x49	15	14½ Picas	¾"	1⅛"	⅞"	1⅛"
Hardware, Sporting } Goods and *Auto	8½x11"	43x60	21½	21 Picas	½"	½"	¾"	⅝"
Supply.....	9x11"	43x60	21½	21 Picas	½"	½"	1⅛"	⅝"

*Auto Supply Catalogs are made in Two Type Sizes.

All pages with columns to have a ½-point rule down the center of the page.

6. Type Style Sheet

All Composition is to be Monotype Set as per Type Style Sheet. Hand Composition to be reduced to the minimum.

7. Marking Copy

The Type Faces and Sizes in which the copy is to be set will be in special cases indicated in red ink on the margins of the Compilation Sheet by the same numbers as appear on the Type Style Sheet.

8. Follow Copy

Compositors are to follow copy and not change the position of Engravings or of Text Matter as laid out on copy, except on instructions from the Chief Compiler.

9. Long Pages.

Where the Page Runs Long, the Chief Compiler should be informed who will supply Smaller Size Engravings or rearrange and brief down the Text Matter.

10. Proof Reading

Proof Readers are to see that Headlines, Designations, Cut Legends, Sales Descriptions and the List Information are set in the correct Face and Size Type according to the Type Style Sheet, and that Engravings are placed in the position as shown on the copy.

11. Question of Correct Engravings

Where question arises about the Engravings being correct, refer the matter to the Chief Compiler. As a rule Shaded Engravings are to be placed so that the shadows are at the bottom or to the left.

12. Indentions, Leaders and Leading

Indentions and Leaders will not be shown on the Compiled Copy; the Compositor is to follow the Style of Set-Up as shown on the Specimen Pages of the Unit Layouts we have adopted. Descriptions, Technical Information and Listings are to be leaded where necessary to space out a Column or Page when insufficient Text matter warrants so doing.

13. Illustration Figure Numbers

When the Abbreviation "Fig." followed by a Number appears under an Illustration it is to be set in 6 point Bold Face.

14. Lining Up Tabular Work

Compositors should carefully Line up all Tabular Work on pages and see that Columns of Figures are properly Spaced and Lined up.

15. Type Rack Numbers for Standing Type Pages

Each Type Page except those used in the Index is to have a Rack Number set in 6 point Light Face in the lower left hand corner. The Number will show the tray in which the Type Page is placed and where it can be found in the Type Racks when needed.

Each Hardware Catalog Type Page 43 x 60 Picas is to begin with Rack Numbers H.1.—H.2.—H.3.—etc., in numerical sequence.

Each Mill, Electrical or Auto Supply Catalog Type Page 30 x 49 Picas is to begin with Rack Numbers M.1.—M.2.—M.3.—etc., in numerical sequence.

16. Proofs

Four Proofs of each Type Page are to be sent to Catalog Department with all Original and Corrected copy. These Proofs are to be pulled on punched sheets which will be supplied by Catalog Department.

Lock-up Proofs are to be submitted to the Catalog Department for final O. K. before going to press.

17. Alterations

An accurate record of time consumed in making Type Alterations is to be kept on Alteration Time Slips supplied by the Catalog Department. The Original of these slips is to be retained by the Composition Department and the Duplicate to be sent to the Catalog Department attached to the Stamped Proof Sheet.

When a Type Page has been corrected more than once, such Correction is to be indicated on Alteration Slips as First, Second or Third Corrections, or Lock-up Corrections, as the case may be.

18. Imposition

All Mill, Plumbing and Auto Supply Catalogs, 30x49 Picas Type, Size Trimmed $6\frac{1}{8} \times 9\frac{1}{4}$ inches, are to be imposed in 32 Page Forms for printing.

Electrical Supply Catalogs, 30x49 Picas Type Size, Trimmed 7x10 inches, are to be imposed in 16 Page Forms.

Hardware Catalogs, 42x60 Picas Type Size, Trimmed $8\frac{1}{2} \times 11$ inches or 9x11 inches, are to be imposed in 16 Page Forms for printing.

19. Electrotyping Pages

All Catalog Text pages except those used in the Index that are set up in the 30x49 Picas Type Size and that are to be used in Mill, Plumbing and Electrical Supply Catalogs are to be set high, so as to be electrotyped.

Whenever the occasion arises to print Mill, Plumbing, Auto, or Electrical Supply Catalogs direct from the type pages, written instructions will be given covering the particular case. Hardware Catalog Pages 43x60 Picas are not to be set high for electrotyping, but printed from Type, unless special instructions are given to Electrotypes them.

B. INSTRUCTIONS TO THE PAPER DEPARTMENT

A Memorandum for the Paper required for each Catalog Job will be sent to the Paper Department by the Assistant Manager.

Kind, Quality, Weights and Sizes of Paper Used in Trade Catalogs

SIZE SHEET PAPER USED IN PRINTING Catalog Trim Sizes						
NAME OF PAPER	BASIS SIZE AND WEIGHT	AVERAGE BULK 1000 PAGES INCHES	Catalog Trim Sizes			
			Mill and Auto Catalogs	Electrical Catalogs	Hardware Catalogs	Hardware Catalogs
			6½x9¼"	7x10"	8½x11"	9x11"
DEALERS' CATALOGS Text Pages						
Flat White.....	25x38—35—50	1½	38x50—70—100 30½x41—46—66 37x45—62—87½			37x45—62—87½
English Finish Opacity.....	25x38—35—50	1¾	38x50—70—100 30½x41—46—66 37x45—62—87½			37x45—62—87½
Machine Finish.....	25x38—35—50	1½	38x50—70—100 30½x41—46—66 37x45—62—87½			37x45—62—87½
Super.....	25x38—35—50	1½	38x50—70—100 30½x41—46—66 37x45—62—87½			37x45—62—87½
White Coated.....	25x38—50—60	1½	38x50—100—120 30½x41—66—79 37x45—88—105			37x45—88—105
Process Plate.....	25x38—50—60	1½	38x50—100—120 30½x41—66—79 37x45—88—105			37x45—88—105
Catalog Bible.....	25x38—20—24	⅝	38x50—40—48 30½x41—26½—32 37x45—35—42			37x45—35—42
INSERT PAGES Printed in Colors						
Lumino Double Enamel.....	25x38—80—120	1¾	25x38—80—120 30½x41—105—158 25x38—80—120			25x38—80—120
Venetian Coated.....	25x38—80—120	1¾	25x38—80—120 30½x41—105—158 25x38—80—120			25x38—80—120
SALESMEN'S CATALOGS Text Pages						
Half-tone Bond.....	17x22—20	2	38x50—100	38x50—100	38x50—100	38x50—100
CATALOG PAPER COVERS			END PAPERS			
Buckeye.....	20x25—80—100—Double Thick		20x25—50			
Bay Path.....	20x26—80—100—Double Thick		20x26—50			
			Color of Stock for Cover and End Papers to be Selected by Customer.			
Catalogs 6½x9¼" Trimmed Printed in 32 Page Forms. Catalogs 7x10" Trimmed Printed in 16-Page Forms. Catalogs 8½x11" Trimmed Printed in 16-Page Forms. Catalogs 9x11" Trimmed Printed in 16-Page Forms.						

B. INSTRUCTIONS TO PRESSROOM

1. Quality of Presswork

The Text Pages of all Catalogs unless otherwise specified are to be printed in Satin Jet Black Ink. The Makeready and all parts of the work to be up to the highest practical standard. Distribution of ink to be uniform and even on all pages. Where the Engravings on a Page are both Halftone and Line Cuts care is to be taken that the Halftones do not show up in the printing with streaks and blurs. Special Instructions will be issued by the Catalog Department for all Color Work on Text Pages or Inserts.

2. Number of Pages to Forms

Mill, Plumbing and Auto Supply Catalogs trimmed $6\frac{1}{8} \times 9\frac{1}{4}$ inches are to be printed in 32 Page Forms. Electrical Catalogs trimmed 7×10 inches are to be printed in 16 Page Forms. Hardware Catalogs trimmed 9×11 inches or $8\frac{1}{2} \times 11$ inches are to be printed in 16 Page Forms.

C. INSTRUCTIONS TO THE BINDERY

1. Styles of Catalogs

- a. The Dealer's Edition is for Distribution to his Trade and is usually issued as a Sewed Book, bound in substantial cloth covers, or as a Loose Leaf Book. In some cases, however, it is more practical to issue the Dealer's Edition in Heavy Paper Covers, either sewed or wire stitched.
- b. The Salesmen's Edition is printed on Half Tone Bond Paper from the same type pages and at the same press run as the Dealer's Edition and is for the use of the Jobbers, Salesmen and Buyers. A double quantity of the Salesmen's Catalogs are printed, and the sheets are trimmed so as to have a wide margin on the Binding edge for insertion in Loose Leaf Binders. The waste sheets resulting are to be sent to the Catalog Department.
- c. Department Catalogs are issued to the Jobber's customers, where it is not to his advantage to send a complete General Catalog. Such Department Catalogs are made up of Sections or of Pages selected from the General Catalog and printed either previous to or at the same press run, or after the printing of the General Catalog. Department Catalogs are usually bound in Paper covers and saddle or side wire stitched or sewed, dependent on the number of pages.

2. Catalog Sizes

a. For Sewed Cloth Covered, and Wire Stitched Paper Covered Catalogs

Kind of Catalog	Trimmed Page Size Inches	Type Page Size Picas	MARGINS			
			Top	Bottom	Binding	Fore
Mill, Plumbing and Auto Supply	$6\frac{1}{8} \times 9\frac{1}{4}$ "	30x49	$\frac{1}{2}$ "	$\frac{5}{8}$ "	$\frac{5}{8}$ "	$\frac{9}{16}$ "
Electrical	7×10 "	30x49	$\frac{3}{4}$ "	$1\frac{1}{8}$ "	$\frac{1}{4}$ "	$1\frac{1}{8}$ "
Hardware, Sporting Goods and Auto	$8\frac{1}{2} \times 11$ "	43x60	$\frac{1}{2}$ "	$\frac{1}{2}$ "	$\frac{3}{4}$ "	$\frac{5}{8}$ "
Supply	9×11 "	43x60	$\frac{1}{2}$ "	$\frac{1}{2}$ "	$1\frac{1}{8}$ "	$\frac{1}{2}$ "

b. For Loose Leaf Catalogs.

Kind of Catalog	Trimmed Page Size Inches	Type Page Size Picas	MARGINS			
			Top	Bottom	Binding	Fore
Mill, Plumbing and Auto Supply	$7\frac{1}{4} \times 9\frac{1}{4}$ "	30x49	$\frac{1}{2}$ "	$\frac{5}{8}$ "	$1\frac{1}{4}$ "	$\frac{9}{16}$ "
Electrical	8×10 "	30x49	$\frac{3}{4}$ "	$1\frac{1}{8}$ "	$1\frac{1}{8}$ "	$1\frac{1}{8}$ "
Hardware, Sporting Goods and Auto	$9\frac{1}{4} \times 11$ "	43x60	$\frac{1}{2}$ "	$\frac{1}{2}$ "	2"	$\frac{5}{8}$ "
Supply	$10\frac{1}{4} \times 11$ "	43x60	$\frac{1}{2}$ "	$\frac{1}{2}$ "	2"	$\frac{5}{8}$ "

3. Binding Specifications

a. Dealer Catalogs, Specifications for Cloth Sewed Binding

Books to be machine sewed on three linen tapes. Backbone to be rounded, backed and reinforced with a Glued strip of heavy paper. Top and bottom head bands.

Inside front and back covers to have cloth joints. End papers to be sewed to the joint reinforcing cloth strip. Edges to be trimmed smooth. Cases to be made of No. 15 or No. 20 cloth board, dependent on Bulk of Catalog, and covered with Cloth or Buckram. Pattern and Color to be specified.

Front cover and backbone to be blank, hot embossed with brass die or type and imprinted with bookbinders' ink in colors to be specified. A printed label is to be pasted on inside front cover of each Catalog. Each Catalog to be inserted in Carton for Mailing.

End papers to match or harmonize with Color of Binding Cloth or Buckram selected. Cut in Index 10 to 20 cuts as may be specified.

Size of Cloth Cases for Catalogs

Trimmed Page Size

9x11".....	Covers to extend $\frac{3}{8}$ " beyond trimmed pages on top, fore edge and bottom.											
8 $\frac{1}{2}$ x11".....	"	"	"	"	"	"	"	"	"	"	"	"
6 $\frac{1}{2}$ x9 $\frac{1}{4}$ ".....	"	"	"	"	"	"	"	"	"	"	"	"
7x10".....	"	"	"	"	"	"	"	"	"	"	"	"

b. Salesmen's Catalogs, Specifications for Loose Leaf Binding.

Pages to be gathered, collated, punched, trimmed and Fitted in Loose Leaf Binders to be supplied by the Catalog Department. Such Catalogs for which no Binders are supplied to be wrapped in Manila Paper equal to 30x40-120, Sealed at Ends, and Marked on outside "Salesmen's Catalogs."

c. Department Catalogs. Specifications for Paper Cover Bindings.

All Catalogs under 96 pages to be Triple Saddle Wire Stitched. Covers Trimmed Flush. All Catalogs 96 or more pages to be Triple Side Wire Stitched, Covers Scored and Trimmed Flush.

All Catalogs containing 128 pages or more are to be Sewed, with Covers Glued on, Trimmed Flush, and to have End Papers of the same quality and color of stock as used for the cover, but of lighter weight.

Department Catalogs are usually bound in 20x25 Double Thick Cover Stock. Each Catalog inserted for mailing in an Envelope if 128 or less pages; in a carton if in excess of 128 pages.

d. Mailing Envelopes and Cartons.

All Envelopes and Cartons are to be made from specification supplied by the Catalog Department.

INFORMATION FOR JOBBERS AND MANUFACTURERS

A. HOW TO PROPERLY MAKE OUT DATA SHEETS

1. CLASSIFICATION

We divide Catalogs into Different Sections According to the Class of Goods Cataloged as follows:

- Section A. Mechanics' Hand Tools
- Section B. Farm Tools and Implements
- Section C. Carriage and Wagon Supplies
- Section D. Builders' Hardware and Supplies
- Section E. Heavy Hardware, Mill, Mine, Railroad and Plumbing Supplies
- Section F. Household and Miscellaneous Hardware
- Section G. Sporting Goods
- Section H. Automobile Supplies
- Section K. Electrical Supplies

2. FILLING IN DATA SHEETS

It will Considerably Expedite the Compilation of Your Catalog if you will send in all the Data Covering a Complete Section at one time. This will Enable us to Edit the Data Sheets of One Section and Proceed with the Compilation while you are getting up the Data for the Next Section. Do not Crowd the Matter on Data Sheets, as We are Willing to Furnish any Quantity You May Need.

Make out all Data Sheets in Original and Duplicate. Forward Original to us and retain the Duplicate for reference.

- a. **White Data Sheets.** Number all Data Sheets in Numerical Sequence beginning with "1" and place before each Number the Section Letter of the Classification; thus, the first Data Sheet in Section A should be Numbered A-1, second A-2, etc., and the first Data Sheet in Section B should be Numbered B-1, and B-2, etc. This Expedites Locating Data on Certain Items about which it May be Necessary for Us to Write You. We Always Refer to the Data Sheet Number in Our Correspondence and Ask that You do the Same.

Before you number a Section be sure to arrange the Data Sheets in the order in which you wish the items to appear in your catalog, as we prefer to compile the Data in the Order in which the Sheets are Numbered.

- b. **Yellow Data Sheets.** After all the White Data Sheets have been sent us and you find you have given us a wrong price on an item, or a manufacturer's list has been changed, or you want to Eliminate, Substitute or Add an item, make out in original and duplicate a Yellow Data Sheet containing the necessary corrections.

For each White Data Sheet that has been sent to us that you wish corrected make out a separate Yellow Data Sheet containing changes to be made. The Yellow Data Sheet should contain the same Data Sheet Number as shown on the White Data Sheet you wish it to replace, also all the items appearing on the White Data Sheet together with corrections.

Upon receipt of the Original Copy of the Yellow Data Sheet is substituted for the White Data Sheet that we have received. You will retain the Duplicate Copy of the Yellow Data Sheet and substitute the same for your duplicate White Data Sheet.

- c. **Accuracy of Data**—To insure Accurate Description and Illustration in Your Catalog, Particular Attention Should be Given to the Making up of Data Sheets. If these Sheets are Made Out Accurately a Great Deal of Correspondence can be Eliminated. The Data Sheets are Our only Guide and Should Give Us the Essential Information on Each Item.
- d. **Discontinued Articles**—*Please do not Send Us Data on Articles that the Manufacturer has Discontinued Making, Unless You have a Special Reason for Doing so, and Please so Advise Us.*

- e. **Classification of Articles**—In this Bracket State the Name of the Article, thus: **AXES Single Bit** and do not Write on the Sheet, Data for any Other Article than that Specified in the Bracket.
- f. **Date of Data Sheet**—Be Sure to Date All Data Sheets, Using the Second Bracket for this Purpose.
- g. **Buyer's Name**—Have Each Buyer Sign His Name on All Data Sheets He Writes Up, Using the Third Bracket for this Purpose.
- h. **Job Name**—We will Stamp All Data Sheets with your Name in the Fourth Bracket before Sending them to You.
- i. **Details Concerning Item**—In the Space Marked "Item" give Name and Necessary Details about the Article to be Cataloged "
- j. **Factory Numbers**—Always give Factory Number Shown in Manufacturers' Catalog Whenever Possible. If no Number is Given, Specify the Name of the Article and Factory Catalog Page Number.
- k. **Jobbers' Numbers**—All Items in a Catalog Should be Given a Number. This is a Great Aid to the Stock Clerks in Correctly Filling Orders and to the Salesmen in Writing up Orders, and it also Adds to the Uniformity of the Catalog. We Suggest the Use of Factory Numbers Wherever Practical. When you Wish to Use a Different Number than that Given in the Manufacturers' Catalog, Enter the Number Under "Our Number" but also give the "Factory Number."
- l. **Sizes and Finishes**—Often the Manufacturers' Catalogs do not give the Sizes in which an Article is Made. Should you give Us Information on Axes and Omit the Assorted Weights you wish Listed in Your Catalog it Would Necessitate Our Writing You for the Assorted Weights; or, if You Instructed Us to List a "No. 7 Panel Saw" and gave no Further Information it Would be Necessary for Us to Write You for the Points per Inch and the Sizes which You Wish Listed. The Manufacturer May Make an Article in Japanned, Nickel Plated or Tinned Finish. You May Wish to List only One of these Finishes, so it will be Necessary to Advise the Finish You Wish Listed.
- m. **Manufacturers' List Prices**—All Manufacturers' List Prices will Appear in Light Face Type, thus: \$10.00, Unless You Instruct Us Otherwise. We will Give the Latest List Prices as they Appear in the Manufacturers' Catalog, but Many Factory Catalogs do not Show These Prices, and as List Prices Change, it is Preferable that You Enter on the Data Sheets the Prices You Wish to Appear in Your Catalog.
- n. **Jobbers' Discount Prices**—Where You Wish Your Own Price to Appear in Heavy or Bold Face Type, thus, \$10.00, from which a Certain Discount is Given, Fill this in Under "Our Price." When Giving Us Prices on an Article be Sure that You give Us the Selling Unit—Each, per Dozen, per Gross, etc.
- o. **Weights of Articles**—Most Manufacturers are Willing to Give Weights, but Some Complain that they are put to a Great Deal of Trouble to Furnish this Information. Whenever You can Conveniently Give Weights, Kindly do so, as it will be Mutually Beneficial and Considerably Aid Us in the Rapid Compilation of Your Catalog. When Giving the Weights be Sure to Specify in Pounds, or Fraction of Pounds, and Whether the Weights are Each, per Dozen, per Gross, etc. Weights Should be Given Uniform with the Selling Unit. If you Quote the Price "Each" the Weight should be "Each"; if "Per Dozen" the Weight Should be "Per Dozen," etc.
- p. **How Goods are Packed**—This Information is Necessary and Useful, and Most Manufacturers Give Packing in their Catalogs. We Find, however, the Original Factory Packages are Sometimes Broken to Meet the Needs of the Jobber and We Ask that in Making Up Your Data Sheets if the Packing Given in the Manufacturers' Catalog is Different than the Manner in which You Sell Such Goods, that You give Us the Correct Packing You Wish to Appear in Your Catalog. If no Packing is Shown in the Manufacturers' Catalog, Please Indicate on Data Sheet the Packing You Wish Listed.

B. SELECTING STANDING AND ALTERED TYPE PAGES

1. STANDING TYPE PAGES

Standing Type Pages are such Pages or Complete Columns Selected from the Catalogs we have Published that can be used in another Catalog *Without Any Changes* other than those made in Prices and Page Numbers.

In making a selection of Standing Type Pages *Keep in Mind* that they may show some items not carried in stock; we suggest in order to Utilize the Maximum Number of Standing Type Pages that the jobber either add these items to his stock or merely list same in the Catalog marked for "Factory Shipment."

The Manufacturers' name and address must be given on the Data Sheet for each item appearing in the standing type page selected.

2. ALTERED TYPE PAGES (for use in General Hardware Jobbers' Catalogs only)

To aid in Utilizing the Maximum Number of Type Pages and to Reduce the Cost of the Catalog, we agree to make certain structural changes **where practical** in the Type Pages Selected, and Such Pages shall be known as *Altered Type Pages*, and charged for at the Reduced Price as shown in the estimate, **plus the hour costs for such alterations.**

a. Substitution of Items

If any change is made in a Standing Type Page other than Numbers and Prices, the page is no longer a "Standing Type Page" but an "Altered Type Page" and All Alterations Made in such pages Will be Charged For.

The Substitution of an Item will Only be Made on a Page Built on a Column Basis. The Substitution of an Item will not be made in a Standing Type Page Built on a Page Basis as the Alterations in such Type Pages will ordinarily equal the cost of a New Type Page.

We will substitute one new item in one Column of a Standing Type Page provided that such substitution can be easily made Without Necessitating the rearrangement of the Type Matter and that the item substituted occupies no more space than the item eliminated.

b. Substitution of Engravings

We will take out an Engraving in a Type Page and insert a new one if it is Identical in Size to the one that is taken out and **Necessitates no rearrangement of the type matter.**

c. Mail Order Ads

An Item may be Eliminated in one Column of a Type Page and no other Item Substituted. In such a case we will Insert an Advertisement concerning Mail Order Service or something about the Special Branded Goods sold by the Jobber.

d. Adding New Items to a Standing Type Page

Where a Type Page is selected, indicating that every item shown is carried in stock, but that there are some additional items of the same kind of goods that must be cataloged, and which are to follow or precede that page, it will be **necessary** that the Jobber supply us with sufficient extra data to make a complete Compiled Page.

e. Canceling Selected Standing Type Pages

Sometimes it is Necessary for us to Cancel a Type Page that has been Selected and Recompile the Page so that the pages following or preceding may come out even and the goods be properly arranged in the Catalog. It is, therefore, necessary to give the Name of the Manufacturer of Every Item listed in the Catalog from whom the customer purchases such goods, so that we may order the proper and correct size engravings.

f. Changes in Proofs of Altered Standing Type Pages

When the Compilation Sheets, on which are pasted the First Proofs of Altered Type Pages, are sent to the Jobber for his O. K. any Additional Changes or Alterations Necessary must then be made on such pages, as no changes can be made in the Second Proofs submitted. This is due to the Type Pages selected having been Electrotyped after the changes have been made as indicated in the First Proofs, and it is not practical to make changes in Electrotyped Plates.

C. A PARTIAL CLASSIFICATION OF GOODS LISTED IN TRADE CATALOGS

The Classification here proposed of Goods Usually Listed in Jobbing Trade Catalogs is intended merely to suggest a Logical and Practical Arrangement to Facilitate Compilation. This Classification may not be practically for use in every Jobbing Trade Catalog Listing these Lines as goods frequently must be placed in Sections of a Catalog in such Order as to meet the Customer's Practical Needs or Personal Desires as to how the Articles should be Grouped in his Catalog. Special Classifications of Catalog Sections will be made where the Customer so instructs us.

A. MECHANIC'S HAND TOOLS

Carpenters' Tools: Axes, Adzes, Hatchets, Hammers, Augers, Drills, Gimlets, Bits, Braces, Screw Drivers, Tool Chests, Tool Kits, Awls, Gauges, Mallets, Cement Tools. **Stone Cutters' Tools,** **Miners' Tools:** Picks, Sledges, Mattocks, Chisels, Gouges, Draw Knives, Planes. **Masons' and Bricklayers' Tools:** Trowels, Plumbs, Levels, Rules, Squares, Bevels, Tape Lines, Dividers, Calipers. **Electricians' Tools:** Pliers, Punches, Cold Chisels. **Lineman's Tools,** **Lumberman's Tools:** Saws, Saw Tools, Clamps, Bench Hooks, Hand Screws, Tool Handles, Abrasives, Oil Stones, Tool Grinders, Files. **Plumbers' Tools:** Wrenches. **Blacksmiths' Tools:** Anvils, Tongs, Forges, Blowers, Tuyere Irons, Bolt Clippers, Tire Shrinkers, Bellows. **Machinists' Tools:** Stocks, Dies, Taps, Screw Plates, Reamers, Wire Gauges, Micrometers, Speed Indicators, Combination Squares, Twist Drills, Post Drills. **Tinners' Tools:** Snip, Stakes, Mandrels, Groovers, Fire Pots, Tinners' Machines, etc.

B. FARM TOOLS AND IMPLEMENTS

1. **Farm Tools:** Shovels, Scoops, Spades, Diggers, Augers, Post Mauls, Wire Stretchers, Hoes, Rakes, Forks, Scythes, Grass Hooks, Pruners, Hay and Corn Knives Grass Shears, Cattle Tools, Garden Tools, etc.
2. **Farm Supplies:** Weaners, Cow Ties, Chain, Sprayers, Sprinklers, Garden Hose, Reels, Tanks, Well Pumps, Farmers' Boilers, Carts, Wheelbarrows, Measures, Wagon Scales, Farm Utensils, Bags, Baskets, Shellers, Huskers, Mittens, Game Traps, Poultry and Apiary Supplies, Farm Bells, etc.
3. **Farm Machinery:** Plow, Plow Stocks, Cultivators, Sweeps, Scrapers, Cane Mills, Grinding Mills, Lawn Mowers and all other Farm Machinery, etc.

C. CARRIAGE AND WAGON SUPPLIES

1. **Malleables:** Staples, Hooks, Ferrules, Plates, Clip Brakes, Clevises, Rods, Wagon Bolts, Wagon Jacks, Springs, Couplings, Neck Yokes, Steps, Fifth Wheels, Skeins, Metal Axles, Bow Sockets, Carriage Trimmings, etc.
2. **Wood Stock:** Hubs, Spokes, Rims, Shafts, Poles, Doubletrees and Singletrees, Wheels, Axle Beds, Wood Axles, Reaches, Head Blocks, Bolsters, Gears, Bows, Seats, Bodies, Tool Handles, etc.
3. **Harness and Saddlery:** Breeching, Back Bands, Breast Straps, Neck Yoke Straps, etc., Collars, Blankets, Saddle Girths, Ships, Track Harness, Bridles, Halters, Traces, Lines, Curry Combs, Harness Snaps, Horse Brushes, Horse Clippers, Bridle Bits, Hames, Hame Trimmings, Saddles, etc.

D. BUILDERS' HARDWARE AND SUPPLIES

1. **Lock and Lock Sets:** Door Sets, Lock Sets, Store Door Sets, Door Knobs, Mortise Knob Locks, Rim Knob Locks, Latches, Padlocks, Chest Locks, Trunk Locks, Keys, etc.
2. **Builders' Supplies:** Chest Corners, Hinges, Butts, Hasps, Door Springs and Checks, Stops and Holders, Hooks and Staples, Door Hangers and Rollers, Casters, Weather Stripping, Screen Door Sets, Catches, Cupboard Turns, Latch Sets, Fasteners, Drawer Pulls, Handles, Rings, Escutcheons, Door Pulls, Latches, Push and Kick Plates, Window, Barrel, Dickey, Chain, Flush and Cremorne Bolts, Coat and Hammock Hooks, Awning and Axle Pulleys, Sash Cord, Sash Weights, Sash Balances, Sash Lifts, Sash and Screen Fasteners, Door Buttons, Transom Lifts, Electric Push Buttons, Door Bells, Mail Boxes, House Numbers, Brackets, Steel Registers, Ventilating Plates, Picture Hooks, Tacks, Glaziers' Points, Hooks and Eyes, Screw Eyes, Shade Rollers, Building Paper, Tar, Roofing, Metal Ceiling, Tin Roofing, Screen Doors, Wire Cloth, Fencing, Cenmet.

3. **Painters' Supplies:** Paints, Varnishes, Stains, Colors, Alcohol, Turpentine, Oils, etc.; Brushes of all Kinds, Whitewashing Machines, etc.
4. **Store Fixtures, Etc.:** Store and Platform Scales, Trucks, Skids, Store Ladders, Boxes, Paper Bags, Wrapping Paper, Twine Holders, Shipping Tags, Waste Baskets, Files and Clips, Stationery, Safes, Nail Bins, Cash Registers, Store Ladders, Hardware Cabinets, Show Cases, etc.

E. HEAVY HARDWARE, MILL, MINE, RAILROAD AND PLUMBING SUPPLIES

1. **Metal Supplies:** Bar Iron, Bar Steel, Pig Tin, Bar Copper, Pig Lead, etc.; Solder, Antimony, Angles, Tees, I Beams, Channels, Rails, Screen Bars, Sheet Steel and Iron, Tool Steel, Plow Steel, Horse Shoes, Calks, Bolts, Nuts, Caps, Washers, Rivets, Turnbuckles, Wire Rope, Cotters, Spikes, Nails, Screws, Staples, etc.
2. **Water, Steam, Gas, Sewer and Plumbing Supplies**
Pipe: Steam, Gas, Sewer and Water Pipe; Brass, Copper and Steel Tubing.
Pipe Fittings: Elbows, Tees, Crosses, Flanges, Unions, Saddles, Hangers, Caps, Bends, Nipples, Rail Fittings, Offsets, Lead Traps, Steam, Water and Gas Valves; Meters, Cocks, Tapping Machines, Corporation Cocks, Service Boxes, Hose Couplings and Clamps, Nozzles, Reels, Bibbs, Hydrants, Goose Necks, Water and Steam Hose, Rubber Tubing, Pump Rods, Well Points, Bath Tubs, Urinals, Lavatories, Closets, Fountains, etc.
3. **Engine, Boiler, Machinery and Mill Supplies:** Lubricants, Lubricators, Oil and Grease Cup, Oil Filters, Steam and Oil Separators, Piston Rod and Valve Packing, Pump Valves, Gaskets, Asbestos Pipe Covering, Mill Board, Packing Tools, Boiler Supplies, Grate Bars, Tube Expanders, Mill Picks, Flue and Casting Brushes, Steam and Water Gauges, Governors, Gauge Glasses and Cutters, Injectors, Ejectors, Inspirators, Steam Whistles, Safety Valves, Jet Pumps, Steam Traps, Wire and Manila Rope, Leather, Rubber and Link Belting, Belt Fasteners, Belt Lacing, Belt Tools, Belt Dressing and Cement; Waste, Oakum, etc.; Pulleys, Collars, Couplings, Clutches, Bushings, Shaft Hangers, Pillow Blocks, Post Boxes, Bearings, Countershafts, Shafting, Sprocket Wheels, Conveyors, Elevator Boots and Boxes, Take up Boxes, Snatch Blocks, Sheaves, etc.
4. **Machinery and Machine Tools.** Power Pumps, Air Compressors, Pneumatic Tools, Exhausters, Boilers, Vertical and Horizontal Engines, Portable Engines, Hoisting Engines, Belt Hoists, Electrical Hoists, Portable Hoists, Winches, Gasoline Engines, Blowers, Ventilating Fans, Rotary Machines, Pipe Cutting and Threading Machines, Lathes, Metal and Wood Planers, Hack Saw Machines, Bending Rolls, Band Saws, Wood Workers' Saw Tables, Spoke Tenoning Machines, Hub Boring Machines, Shapers, Saw Mills, Gang Edgers, Lumber Trimmers, Log Turners, Log Haulers, Tire Setters, Shapers, Slotters, Milling Machines, Tapping and Centering Machines, Gear Cutters, Key Seaters, Nut and Bolt Machines, Forging Machines, Power Hammers, Bending Machines, Hydraulic Machinery, Electric Grinders, Electric Drills, Punching, Shearing and Bending Machines and Woodworking Machines, etc.

F. HOUSEHOLD AND MISCELLANEOUS HARDWARE

1. **Utensils:** Tinware, Enamel Ware, Galvanized, Japanned and Aluminum Ware, Iron Hollowware, etc.
2. **Queensware:** Pottery, Porcelain, Glassware, etc.
3. **Household Supplies:** Mills, Cutters, Cleavers, Choppers, Presses, Openers, Culinary Tools, Separators, Electrical Cooking Appliances, Lanterns, Lamps, Cobbling Outfits, Hangers, Bath Room Supplies, Wire Goods, Bird Cages, Traps, etc.
4. **Woodenware:** Fireless Cookers, Refrigerators, Coolers, Freezers, Churns, Laundry Goods, Washing Machines, Wringers, Wash Boards, Mops, Brooms, Brushes, Sweepers, Cleaners, Sewing Machines, Ladders, Furniture, Beds, Chairs, etc.
5. **Stoves and Ranges:** Steel Ranges, Cook Stoves, Heating Stoves, Laundry Stoves, Gas, Gasoline and Alcohol Stoves, Water Heaters, Radiators, Furnaces, Stove Board, Stove Supplies, Fenders, Fire Sets, Andirons, Coal Scuttles, Stove Pipe, etc.

6. **Cutlery:** Pocket Knives, Shears, Scissors, Barber Supplies, Razors, Combs, Clippers, Shearers, Manicure Sets, Cork Screws, Table Cutlery, Carvers, Knives, Forks, Spoons, etc.
7. **Silverware and Jewelry:** Silver Sets, Silver and Nickel Ware, Casseroles, Chafing Dishes, Toilet Sets, Candle Sticks, Electroliers, Cut Glass, Clocks, Optical Goods, Jewelry, etc.
8. **Toys, Games and Novelties:** Games, Cards, Stationery Supplies, Sleds, Wagons, Carts, etc.

G. SPORTING GOODS

1. **Firearms:** Shot Guns, Rifles, Revolvers, Gun Material and Tools, Shooting Traps, Gun Cases, Boots, Hunting Clothing, Decoys, Dog Collars, Hunting Knives.
2. **Ammunition:** Cartridges, Loaded Shells, Powder, Dynamite, Shot, Mining and Blasting Supplies, etc.
3. **Fishing Tackle:** Rods, Reels, Lines, Hooks, Flies, Artificial Bait, Spoons, Minnow Buckets, etc.
4. **Athletic Goods:** Tents, Awnings, Camp Furniture and Utensils, Croquet Sets, Base Balls, Foot Balls, Tennis Supplies, Hammocks, Boxing Gloves, Gymnasium Supplies, Skates, Bicycles, etc.
5. **Boat Supplies and Marine Hardware:** Yacht Blocks, Windlasses, Capstans and Fillers, Propellers, Steering Wheels, Port Lights, Deck Irons, Chocks, Marine Glasses, Compasses, Bilge Pumps, Searchlights, Boats, Launches, Oars, etc.

H. AUTOMOBILE SUPPLIES

1. **Tires and Accessories:** Tires, Vulcanizers, Non-Skid Chains, Pumps, Valves, Miscellaneous, etc.
2. **Lighting and Equipment:** Generators, Lamps, Gas Tanks, Speedometers, Horns.
3. **Ignition:** Magnetos, Coils, Timers, Batteries, Spark Plugs, etc.
4. **Engine Fittings:** Carburetors, Economizers, Pipe Fittings, Pistons, Valves, Belting, Cutouts, Packing, Washers, etc.
5. **Automobile Tools:** Tool Kits, Wrench Sets, Socket Sets, Pliers, Screw Drivers, Punches, Hammers, Files, Drills, Tap and Dies, Reamers, Vises, Torches, Bolts, Nuts, Washers, etc.
6. **Touring Accessories:** Springs, Bumpers, Shock Absorbers, Jacks, Top Hardware, Top Fittings, Matting, Ornaments, Boxes, Trunks, Seat Covers, Touring Supplies, Clothing, Caps, Gloves, Goggles, Leggings, etc.
7. **Lubricating and Cleaning:** Cups, Grease Guns, Funnels, Engine Cleaners, Washing Accessories, Polishes, Brushes, Enamels, Dressing Grease, Oils, Etc.
8. **Garage Equipment:** Vulcanizers, Pump, Gasoline Storage Outfits, Garage Machinery and Tools, Garage Materials, Garage Tools, etc.
9. **Ford Supplies:** Tires, Lighting Equipment, Ignition, Engine Fittings, Tools and Car Fittings, etc.
10. **Motor Cycle Supplies:** Tires, Lighting and Ignition Equipment, Engine Fittings, Cycle Fittings, Lubrication, etc.

I. ELECTRICAL SUPPLIES

1. **Wire and Insulators:** Insulated Wire, Cables, Lamp Cord, Telephone Wire, Copper and Galvanized Wire, Insulators, Cleats, etc.
2. **Conduits and Fittings:** Outlet Boxes, Condulets, Unilets, Switch Boxes, Clay Conduits, Wall Cases, Floor Outlets, etc.
3. **Sockets and Receptacles:** Catch Sockets, Locking, Weatherproof Catch Receptacles, Interchangeable, etc.
4. **Guards, Rosettes and Plugs:** Cord Adjusters, Lamp Guards, Rosettes, Plugs, etc.

5. **Switches:** Flush, Plates, Snap, Surface, Barrier, Pendant, Push Button, Knife, Spade, Clip, Contact, Switchboard Accessories, Control, Time, Service Boxes, Panel Cabinets, etc.
6. **Cutouts and Fuses:** Panel Cutouts, Fuse Blocks, Fuse Wires, Fuse Switches.
7. **Line Material:** Steel Poles, Bolts, Ground Plates, Anchors, Iron Arms, Grounding Devices, Ridge Irons, Clamp Pins, Potheads, Construction Tools, Climbers, Tackle, Reels, Ladders, Poleectors, Manhole Supplies, Sleeving, Insulating Material and Station Supplies, etc.
8. **Telephone and Telegraph Supplies:** Telephones, Switchboards, Magnetos, Automatic Telephones, Telephone Brackets, Booths, Operators Chairs, Pole Changers, Cable Terminals, Lightning Arresters, Fuse Blocks, Telephone Fuses, Cord, Annunciators, Time Clocks, Fire Alarms, Alarm Boxes, Batteries, Ammeters, Voltmeters, Testing Instruments, Gongs and Bells, Burglar Alarms, Telegraph Instruments, Wireless Equipment, Coils, Binding Posts, etc.
9. **Lamps and Accessories:** Incandescent, Arc, Flashes, Signs, Searchlight, Carbons, Shades, Fixtures, Reflectors, etc.
10. **Street Lighting Fixtures:** Ornamental Posts, Brackets, Streethoods, Mast Arms, Pulleys, Cross Arms, etc.
11. **Electric Lighting Fixtures:** Globes, Indirect Lighting Fixtures, Bracket Fixtures, Adjustable Lamp Wall Plates, Ceiling Lights, Canopies, Shade Holders, Portable Lamp Reflectors, Shades, etc.
12. **Motors and Fans:** Motors, Dynamos, Rheostats, Self Starters, Controllers, Electric Drills, Electric Fans, Ventilating Fans, Exhaust Fans, Ceiling Fans, Transformers, Lightning Arresters, Choke Coils, Mercury Rectifiers, Charging Panels, Compensarcs, Switchboard Instruments, Watt Hour Meters, Disconnecting Switches, Oil Break Switches, Automatic Circuit Breakers, etc.
13. **Household Electrical Devices:** Vacuum Cleaners, Electrical Utensils, Washing Machines, Ironing Machines, Sewing Machines, Utility Motors, Vibrators, Drink Mixers, Stoves, Hot Plates, Heat Regulators, Sad Irons, Chafing Dishes, Heating Devices, Flash Lights, Cigar Lighters, Medical Batteries, etc.

D. INFORMATION FOR MANUFACTURERS CONCERNING ENGRAVINGS**1. Uniform Size Engravings**

Large Jobbing Trade Catalogs are very expensive to produce, and it is imperative if such Catalogs are to be issued by a Jobber that they be condensed into the Minimum Number of Pages. It is to the Manufacturer's profit to co-operate with the Jobber and enable him to Issue a Catalog at Minimum Cost, by having all of the Engravings to Illustrate Articles of his Manufacture in Trade Catalogs made Uniform as to Size.

The Manufacturer selling to either of the Jobbing Trades mentioned below should have Engravings made to illustrate his goods in Two Standard Sizes $2\frac{1}{4}$ and $3\frac{1}{4}$ inches in width, with the height in proportion.

Engravings of these Sizes can be used to good advantage in Trade Catalogs and make it practical to Condense the Compilation and reduce the Number of Pages to the Minimum.

2. The Standard Sizes for Trade Catalogs

Now almost universally used are given below:

a. General Hardware Jobbing Trade Catalogs

Trim Page Size either 9x11 inches or $8\frac{1}{2}$ x11 inches. Type Size $7\frac{1}{8}$ x10 inches. Columns $3\frac{1}{2}$ inches wide. Engravings not larger than $3\frac{1}{4}$ inches in width required.

b. Supply House Catalogs

For Mill, Mine, Railroad, Plumbing, Steam, Machinery, Oil Well, Wagon, Carriage and Auto Supply Catalogs. Trim Page Size $6\frac{1}{4}$ x9 $\frac{1}{4}$ inches. Type Size 5x8 $\frac{1}{8}$ inches. Columns $2\frac{1}{2}$ inches wide. Engravings not larger than $2\frac{1}{4}$ inches in width required.

c. Electrical Supply Catalogs

Trim Page Size 7x10 inches. Type Size 5x8 $\frac{1}{8}$ inches. Columns $2\frac{1}{2}$ inches wide. Engravings not larger than $2\frac{1}{4}$ inches in width required.

Paper Stock Used in Trade Catalogs

Many Trade Catalogs are printed on Uncoated Paper Light in Weight, in order to reduce the Bulk and the Weight of the Catalog, and it is preferable that the Illustrations be printed from Line Engravings rather than Half Tones, as a Line Engraving will illustrate the goods to Much Greater Advantage in Catalogs printed on the kind of paper mentioned. Should the Manufacturer have no Line Engravings, Half Tones can be used, provided they are not of more than 133 line screen.

4. Making New Engravings

We will be most pleased to send upon request Information of the Most Suitable and Cheapest Engraving Process to use for such New Engravings as the Manufacturer may intend having made.

We suggest that the clerk who has charge of your Engravings be instructed never to send us an Original Wood Cut or Half Tone, but to forward Electrotpe Duplicates of the Engravings required.

5. Original Engravings

In such instances where we receive Engravings that we know to be Originals such as Wood Cuts, Half-Tones or that are too large to be used in a Trade Catalog, we promptly return them to the Manufacturer, as we are interested in preventing waste or putting him to any unnecessary expense.

6. Co-operation

It very Much Expedites the Compilation and Printing of a Trade Catalog when the Manufacturer sends us promptly the Engravings required to Illustrate His Goods. The Success of our Work is Dependent upon the Co-operation of the Manufacturer with us in Listing His Goods Accurately and Concisely in Trade Catalogs, and it is our desire to do this to His Best Possible Advantage.

WYNKOOP HALLENBECK CRAWFORD CO.

TRADE CATALOG QUESTIONNAIRE

In the Past Several Years we have gathered at much expense valuable technical information and statistics connected with the Making and Distribution of Trade Catalogs.

A copy of the Questionnaire shown below was sent to all the Retail Hardware Dealers of the United States to ascertain their ideas concerning the Catalogs sent to them by Hardware Jobbers.

- | | | |
|--|---|-------------------|
| 1. Do you prefer to receive from the Jobber a New Up-to-date Catalog each year, listing his complete stock? | YES
NO
NO REPLY | 79%
5%
16% |
| 2. Do you prefer to receive from the Jobber a Catalog with small uniform illustrations, printed on thin paper and bound in Paper Covers? | YES
NO
NO REPLY | 59%
17%
24% |
| 3. Do you prefer to receive from the Jobber a Catalog in which each item is completely described, giving weights and other technical or incidental information? Do you read such descriptions when ordering goods by mail? | YES
NO
NO REPLY | 80%
5%
15% |
| 4. Do you give preference to such Jobbers' Catalogs as have an order number for each item? | YES
NO
NO REPLY | 70%
10%
20% |
| 5. Do you prefer a Jobbers' Catalog that shows Manufacturers' list prices in light face type and the Jobbers' discount prices in bold face type? | YES
NO
NO REPLY | 63%
16%
21% |
| 6. (a) Do you order most of your goods from Jobbers' Catalogs in your files? (b) Or do you prefer to order from the Jobbers' salesman when he calls, using his Catalog? | (a) YES 11% NO REPLY 13%
(b) YES 59%
USE BOTH 17% | |
| 7. What Binding do you prefer on a Catalog?
(a) Sewed Cloth Binding?
(b) Paper Cover Binding?
(c) Loose Leaf Binding? | NO REPLY 15%
(a) YES 38%
(b) YES 20%
(c) YES 27% | |
| 8. Do you prefer to have the Jobber send you a Loose Leaf Catalog and do you insert in the Binder the new issues of corrected Loose Leaf Pages that the Jobbers send you? | Of the 27% who replied in favor of Loose Leaf Books—94% Insert Corrected Pages in Binders. 6% replied they do not | |
| 9. Do you keep Jobbers' Catalogs on a (a) Shelf, or (b) Bookcase or File for ready reference? | (a) YES 79% NO REPLY 15%
(b) YES 6% | |
| 10. What objections, if any, have you to such Jobbers' Catalogs you now have in your files? | "TOO BULKY" 13%
"WANT STANDARDIZED SIZE" 41%
NO REPLY 46% | |

H14
L14 En

**This book is under no circumstances to be
taken from the Building**

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